

World Internet Project

Poland 2010



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Maciej Witucki
President
and CEO
of TP Group

We live in times of common access to internet which becomes a standard service, as media or transportation. Poland is no exception and therefore we are proud to join the World Internet Project and to carry out the first Polish edition of that prestigious, international research. It is important that we have our share in shaping the global picture of internet. Participation in the research gives us also an opportunity to get to know the experience of other countries and to draw on it.

I invite you to read the report and reflect on how we can make the most of its findings to build the modern Polish information society.



Tomasz Józefacki
Member
of the Board,
Agora SA

We invite you to read the report from the World Internet Project research, which we conducted for the first time in Poland. I believe that the participation of Poland in a global research project allows us to look at our local market in a wider, international context, but at the same time sheds a new light on the global outcome of the research, supplementing it with the Central and Eastern European market context.

I hope that the report that we hand over to you will be interesting and useful in your everyday work. I encourage you to share your opinions, which we will gladly take into consideration when executing the next edition of the research.

INTRODUCTION



prof. Jeffrey Cole
University
of Southern
California,
USC Annenberg
School Center
for Digital Future

It is enormously exciting to see this first report on the state of the Internet in Poland in 2010 from our partners in the World Internet Project (WIP). Poland should take great pride in the quality of the team that has produced this important research, and it should take further pride in the great strides it has made in bringing the benefits of Internet technology to so much of the Polish population with greater gains ready to be made.

The World Internet Project began more than 10 years ago with the realization that we never understood the impact of television — until then the most powerful medium in the world—until it had already changed the world. It was clear in the late 1990s that the impact of digital technology, first the web and now mobile, would be far more powerful than television. Recognizing that a great opportunity with television was missed and the impact of digital technology would be even greater form the rationale behind the World Internet Project. While television changed the ways in which we were entertained and, for some, the way we learn, digital technology changes everything about how we communicate, play, work and learn. WIP was created to capture a worldwide, year-to-year moving picture of how our social, political and economic lives are changing through communications tech-

nology. Our project has grown to well over 30 countries, and we have created not only a vivid picture of the impact of this technology, but also a unique and invaluable dataset that is shared with governments, companies, journalists, parents and anyone else who wants to ensure this technology ultimately achieves its full promise to improve the quality of life throughout the world.

This report demonstrates how far Poland has come in developing digital technology. Poland is among the most advanced countries in Eastern Europe and we see in this report many developments that make it among the most advanced countries in the world. More important, we see that in Poland the path to very high penetration of the web, fast broadband and benefits shared by most citizens can be easily projected in the coming years.

Well over 50% of Poles use the Internet. As with all countries, the lowest percentage of users are those over the age of 60. Impressively, and demonstrating future use, 95% of Polish teenagers are on-line. In cities with a population 200,000 to 500,000, Internet use is among the highest in the world at 76% and the lowest penetration, in the villages, is still at an impressive 45%. The gap between men and women (58% vs. 52%) is one of the smaller we have seen at this level of development. Only 7% of Poles access the Internet through dial-up, showing that Poland has leapfrogged past other countries at the 50% penetration level.

Everywhere in this report we see confirmation after confirmation that the Internet has changed Poland in many beneficial ways while recognizing some of the dangers as well. It is clear there is no turning back (not that anyone would want to) and the path to even more technological development is compelling and clear.

WIP 2010 STUDY - METHODOLOGICAL NOTE

1. Research objectives

The main objective of the research is to survey Poles' attitudes towards the Internet, including a thorough exploration of:

- attitudes and perceptions related to the Internet among current non-users,
- attitudes, perceptions, methods and goals of usage among users,
- perception of social, political and cultural changes triggered by the Internet.

2. Duration of the research:

24.05.2010 - 24.06.2010

3. Sample Group

Considering that the study is aimed at exploring attitudes of Internet users and non-users, it has been decided that it will be implemented on a random sample group of 2000 Poles aged 15+, representative of all Poles aged 15+, in terms of:

- sex
- age
- education
- population density in the place of residence
- Voivodeship

The sample group structure under the above variations has been based on the data provided by the Central Statistical Office (GUS):

Real distribution - above 15 years of age (GUS) 2010

SEX	
men	47,5%
women	52,5%

AGE	
15 - 19	7,9%
20 - 24	8,7%
25 - 29	9,8%
30 - 39	17,3%
40 - 49	15,4%
50 - 59	18,2%
> 59	22,6%

EDUCATION	
elementary/junior high school	24,8%
vocational	25,7%
secondary	33,0%
higher	16,5%

PLACE OF RESIDENCE	
village	37,2%
town (<50,000)	23,4%
town (50,000-200,000)	17,2%
city (>200,000)	22,1%

VOIVODESHIP	
dolnośląskie	7,6%
kujawsko-pomorskie	5,5%
lubelskie	5,5%
lubuskie	2,8%
łódzkie	6,9%
małopolskie	8,3%
mazowieckie	13,8%
opolskie	2,8%
podkarpackie	5,5%
podlaskie	3,4%
pomorskie	5,5%
śląskie	12,4%
świętokrzyskie	3,4%
warmińsko-mazurskie	3,4%
wielkopolskie	9,0%
zachodniopomorskie	4,1%

4. Sample group selection procedure:

The first step was to decide on the number of people surveyed in the given location, the location being chosen at random, but with the probability proportional to the residing population.

The sample group was divided into individual locations - 7 people surveyed per location. The quotas according to sex, age and education were controlled in each location separately.

Example:

ID	SEX	AGE	EDUCATION	LOCATION	SIZE	CLUSTER
1	Female	15 - 19	elementary/ junior high school	Brwinów	village	1
2	Female	30 - 39	secondary	Brwinów	village	1
3	Female	30 - 39	vocational	Brwinów	village	1
4	Female	60 - 99	elementary/ junior high school	Brwinów	village	1
5	Male	20 - 24	secondary	Brwinów	village	1
6	Male	30 - 39	vocational	Brwinów	village	1
7	Male	50 - 59	higher	Brwinów	village	1

5. Data collection method:

The research was done on-site at respondents' homes, by CAPI method (Computer Assisted Personal Interview) with the use of laptops equipped with specially designed NIPO software.

In order to rectify the ratio of Internet users vs. non-users a correction weight has been applied to the sample group structure in terms of the ratio of Internet users vs. non-users preserving the demographic structure set by the Central Statistical Office and surveyed in the sample group (age, sex, education, size of place of residence).

6. Set weighting:

Considering the method of sample group selection and the subject of the research, the possibility of overrepresentation of Internet users was assumed from the beginning. However, taking into account the need to preserve the representativeness of the sample group, it was decided not to control the ratio of Internet users vs. non-users during research execution.

Upon completing the research, we compared the ratio of Internet users vs. non-users based on the results and the average of the 7 waves of the nationwide Omnibus study of Poles aged 15+ (n=7000=7 waves *1000).

	INTERNET USERS	NON-USERS
WIP research	66%	34%
Average of 7 waves of the Omnibus Ipsos research	55%	45%

This solution made it possible to explore attitudes and behaviors regarding the Internet among its users and non-users, whereas the applied weight allowed reflecting the real proportion of users vs. non-users within the population. Thus, such weighting makes the estimates of individual variation distribution more precise within the total population of Internet users and non-users. It must be noted, however, that the research may not be deemed a basis for estimating the percentage of Internet users in Poland.

SUMMARY



1. Adaptation

Slightly over 50% of Poles have access to the Internet.

The number of Internet users in Poland is growing constantly. Currently, the Internet is used at least from time to time by slightly more than half of Poles aged 15+. More than half of the Polish people have access to the Internet at home.

The Internet is used slightly more often by men than by women. Internet usage is strongly correlated with age and education. The older or less educated the respondents, the lower the chance they use the net or have access to it (only one in seven of those over age of 60). The size of the location of residence, is also clearly correlated with the presence of the Internet - the smaller the town, the less likely the inhabitants are to use or have access to the Internet.

In respect to occupation, the group with the highest percentage of Internet users are the students - nearly all of them use the net. The next group are company owners, 75% of whom use the Internet, followed by employees (Internet usage percentage - 66%). The Internet is used the least by the groups of people who remain, at present, unemployed - especially the pensioners and the retired people.

It's interesting to note that every fifth the Internet non-user has that one in five of the Internet non-users has Internet access at home - thus, the hardware is not a barrier to them. It's also noteworthy that the presence of the under-aged children in the household is a strong indicator of the access to and the use of the Internet there.

The Internet is used mainly at home.

The majority of Internet users access it at home, although more than half of the students do so at school and over a third of employees or company owners use it at work.

Only one in six of the Internet users access it in other places, such as Internet cafes, libraries or other peoples' homes.

Nearly all Internet users have a computer.

While the majority of Internet users have a PC, it's interesting that a relatively high percentage own a laptop - 33%. On the other hand, only a fifth of Internet non-users have a computer. Few respondents had both. This could indicate that PC's and laptops are not perceived to be complementary devices, but substitutes to each other.

Broadband is the most popular type of Internet access.

45% of respondents with Internet access have broadband (an even higher percentage among inhabitants of cities with population of 500,000+). The popularity of mobile Internet continues to grow - while currently only 11% of the people with the Internet access have it, a relatively high percentage of those people use telephone modems to get online. Few respondents had more than one type of access to the Internet.

Only 8% of Internet users access the net with mobile devices. They do so approximately half an hour a day (nearly a third use it less than half an hour a week). Those who do access the Web with mobile devices generally use the Internet for about three hours a day. This could indicate that they treat mobile Internet usage as a complementary form of browsing.

The average period of time the Internet has been used is nearly 6 years.

20% of Internet users have used the net for 10 or more years; only 5% have used it less than one year.

The period of time of the Internet usage is correlated with the level of education - the more educated the respondents, the longer they have used the Internet. In respect to age, those who have used the net the longest (more than 6 years) are 20-39 years old.

2. Understanding the Unconnected

Nearly half of Poles aged 15+ do not use the Internet, mainly due to lack of interest.

Half of Internet non-users claim that they don't use it because they are simply not interested. The next two most frequently stated barriers are more specific: 18% attribute their non-usage to lack of a computer or Internet connection (75% of Internet non-users have no computer or Internet access, but only some of them perceive this as a barrier), and 16% to their lack of ability to use it.

One quarter of Internet non-users report instances of having used the Internet, primarily out of curiosity.

Two in three Internet non-users have never had any contact with the Internet. These Internet rejecters are more common among respondents with primary education, those without under-aged children in the household and those without Internet access at home.

Half of Internet non-users who have tried out the Internet did so out of curiosity (men more often than women). A quarter wanted to find information important to them (i.e. TV program, news, prices).

Half of Internet non-users take advantage of proxy users' help.

Availability of proxy users increases with the level of education. Those who live with under-

aged children or have Internet access at home tend to have proxy users more often.

Usually, the proxy user is a child - 66% of non-users who have Internet access at home ask their children for help or are told about the Internet on their children's own initiative.

Only one in six of non-users say that their proxy user is a friend; one in eight say it was a more distant relative (not living in the same household). Very few non-users said that their spouse/partner was their proxy user.

Proxy users are most often asked to check national and world news (especially by the eldest in the group of non-users) and product prices. One in six asks for help in looking for job information (men more often than women).

The majority of non-users don't report any feeling of loss and don't have plans to start using the Internet.

However, not having the experience in the use of the Internet increases the feeling of missing out on something and, as a result, it increases the willingness to learn how to browse the net. This attitude was observed more often among non-users who happened to use the net, had a proxy user or lived with an under-aged child.

Only a tenth of non-users plan to start using the Internet in the next six months. This percentage is twice as high among those who happen to have used the Internet or who live with under-aged children.

Non-users associate the Internet mainly with access to information.

Nearly half of Internet non-users mentioned information as the main advantage of using the Internet - easy and rapid access to vast amounts of various data.

According to non-users, the main disadvantages of the Internet are high prices and time consumption (each mentioned by 9% of non-users).

3. Centrality of the Internet

The Internet is used approximately 2 hours a day.

Men spend more time browsing the Internet than women. The older the respondents, the less time they spend doing that. Interestingly, those with primary education use it longer than those with vocational education. In respect to the size of the location of residence, inhabitants of mid-size cities (50,000-200,000) spend the most time in the Internet. The occupational groups that use the net the most are students and company owners.

Home is the main place where the Internet is used

The net surfers use the net at home about 1.5 hours a day. Those who are employed use the Internet at work about 40 minutes a day, while company owners spend more time online than their employees.

Students browse the Internet at school for approximately 20 minutes a day. Internet usage elsewhere seems to be rather rare - Internet users claim to use it in places other than home, work or school half an hour a week on average.

The amount of time spent in the Internet is comparable to the amount of time spent in front of the TV...

...but the proportions between these two types of activities vary sharply depending on the age of the users: the younger the respondents, the more time they spend in the Internet at the expense of watching TV; the older the respondents, the more time they spend watching TV instead of using the Internet.

The respondents generally spend less time listening to the radio than using the Internet, but an age-related pattern was likewise ob-

served in this case - whereas the youngest groups of respondents definitely devote more time to the Internet than to the radio, the oldest group definitely use radio more often than the Internet.

The most important medium for the respondents is TV.

The second most important is mobile telephony, followed by radio and then the Internet (4th place). Fixed-line telephony is last.

The only group of respondents for whom the Internet is the most important medium is the youngest group, 15-19 years old. The next age group, age 20-24, rated the Internet second, right behind mobile telephony.

The Internet was the least important medium for respondents of over 50 years of age and for those with primary education (radio is definitely more important for them).

More than half of Internet users do other things at least occasionally while browsing the net.

20% of them claim that they usually do something else while using the Internet.

Listening to music is the activity that most often accompanies Internet use. One third of multitaskers listen to the radio or watch TV while using the Internet.

4. Use

The Internet is a source of information less important than TV, even for Internet users. The information sought after the most is the news.

Despite being beaten by TV, the Internet is still more important than radio, the press (among those who use these media) and other people. However, the importance of the various media as sources of information differs depend-

ing on age. For people up to 30 years of age the Internet is the most important source of news; for those over the age of 30, TV is the most important. Furthermore, the older the respondents, the more attention they pay to radio and the press.

The majority of Internet users browse it at least sometimes for news (local, national and international), though less than half of them do so on a daily basis. Looking for information online is the activity performed most often by all age groups.

The probability of using the Internet to look for humorous content, read blogs and seek job and travel information diminishes with age - in contrast to searching for information on health-related matters, in which case older users are more likely to use the net.

The Internet is a very important interpersonal communication medium for Internet users - mainly e-mail, social networking websites and Internet messengers/communicators.

Telephony (mobile and fixed) is a more important means of communication than the Internet for the respondents as a whole.

Among Internet users e-mail is the second most important, right behind mobile telephony, and Internet messengers/communicators, while social networking sites are more important than fixed phones.

The majority of Internet users check their e-mails at least sometimes (nearly 2/3 do so daily), "talk" via text messengers/communicators (1/3 do so daily) and send e-mails with attachments (nearly 1/4 do so daily).

Half of Internet users make or receive phone calls via the Internet or "talk" in chat services at least on occasion.

The growing popularity of social networking websites has increased the importance of the Internet as a way of communication. Three quarters of Internet users visit social network-

ing websites at least sometimes (1/4 do so daily). Nearly half of Internet users have a profile they use regularly on at least one social networking website (this percentage plummets with age, from 77% in the youngest group to 16% in the oldest one). One in five said they have inactive profiles.

Internet users report increased frequency of communication with their friends, professional colleagues, family and people sharing the same hobbies resulting from them using the Internet. It's interesting to note that more than half of the respondents in the oldest group (60+) declared that using the Internet has improved their contact with people of their profession, even though the vast majority of people in this group are retired. It can thus be assumed that retired people don't want to feel isolated and have a desire to stay in touch with their professional milieu - and that the Internet could be a way to activate them.

TV beats the Internet also when it comes to entertainment.

Poles are very TV-oriented also when it comes to entertainment. Even Internet users reported that for them TV is a source of entertainment more important than the Internet. It's noteworthy that a fifth of Internet users did not state that the Internet is an important source of entertainment for them. This might mean that a relatively high percentage of net surfers use it mainly for work/looking for information and not for relaxing/spending their free time.

The importance of the Internet as a source of entertainment decreases rapidly with age. Nearly all Internet users under 25 years of age said that that, to them, the Internet is an important source of entertainment. The press and the radio are more important to the older rather than younger respondents.

Nearly all Internet users stated they simply surf the Internet at least on a number of occasions (one in two does so daily). Two thirds of

them download or listen to music from the Internet (a sixth do so daily). More than half of the net surfers visit websites with short films (such as YouTube), play on-line games or download/watch movies at least from time to time.

The Internet is widely used for educational purposes, especially by students.

The majority of net surfers sometimes use the Internet to find or check facts. One in six users do so at least once a day. They also use the net frequently to look up word definitions, as they consider this method to be much more convenient than printed dictionaries.

Use of the Internet as a distance-learning tool is noteworthy. E-learning courses or on-line modules used to support traditional courses taught in classrooms are becoming increasingly popular. Every third student has taken part in such a course (every fifth Internet user in general).

Polish Internet users are more convinced about on-line shopping than on-line banking.

The majority of Internet users gather information about products in the Internet, and two thirds of them shop on-line. Shopping via the Internet is most popular among the net surfers age 20-39.

Greater resistance appears to be felt to on-line banking - only half of Internet users use this service, most often those 25-39 years old. This age group is also the most likely to make travel reservations on-line. The increased activity of this age group regarding the use of services in the Internet could result from two sources: first, these people are familiar with the Internet, thus they are not afraid of it (unlike older age groups); second, most of them work, so they have more money to spend (unlike younger age groups).

Only one out of ten users of the Internet makes financial investments via the Internet.

Although the option of filling tax returns via the Internet without an electronic signature has

been offered in Poland since two years, very few people take advantage of it - only 2% (3% of Internet users).

The younger users have more input in the Internet, whereas older ones tend to be recipients.

Slightly more than half of the net surfers use the Internet in the interactive way - they post messages or comments on message boards, or post pictures or photos, at least from time to time. Slightly more than a third of them have posted a comment on someone else's blog entry at least once.

Few respondents have created some form of art during the last year (if so, most often it was a photo). Only a quarter of those who created something did not post any of their work on the Internet. Nearly all of those who posted photos were amateur photographers who posted them on social networking websites.

The majority of the content posted on the Internet is not subjected to copyright, therefore such rights are not a big issue for the net surfers. However, one in ten of those who posted their work in the Internet claimed that other people had used this content.

Most Internet users do not have clear-cut attitudes about other people's use of content they post in the Internet, though over a third do not want anyone to use what they place in the net. A quarter said that use of the content they have posted is acceptable, provided users obtain their permission.

5. Presence in culture

The Internet does not appear to be a threat to experiencing culture in traditional ways.

Nearly all Internet users read information, news and articles on websites such as Onet.pl, Gazeta.pl etc. - 2/3 do so at least once a week. Reading articles in the printed press is

slightly less popular - only more than half of internauts read them at least once a week. The least popular way of reading articles is to read online the same articles that have already appeared in printed version, though only one in five of Internet users never did so.

Internet users read more books (8 books a year on average) than non-users (6 a year). It's interesting to note that they obtain their books in traditional ways - they borrow them from friends, buy them in bookstores (Internet users more often than non-users, which could be a result of their higher incomes) and borrow them from libraries. Only a tenth of the Internet users buy books via the Internet. Nearly no one reported downloading text files (e-books) or audio-books from the Internet. Readers seem to be attached to the traditional book format - printed pages with a cover.

Nearly a half of the Internet users download files for free, mainly because they simply don't want to pay for them.

One in five Internet users said they pay for downloading various files (usually movies and music), whereas slightly less than half of them download files without paying. Non-paid downloading usually applies to music (a third of Internet users download music files for free), movies (a quarter download them for free) and, to a smaller degree, games (downloaded for free by one out of ten of the Internet users).

Those who download the aforementioned things for free admitted the main reason for doing so was to get them for free, even though they could afford to pay for them. Less than a third claimed that they just wanted to try them before buying them. Less than a quarter said that they couldn't afford to purchase them legally. Few of these people said that they have no other access to downloaded content.

The older respondents were less likely to download files for free. Men engage in such downloading more often than women.

6. Regulation & control

Despite being a bit scared of taking risky actions in the Internet, Poles tend to be enthusiastic about freedom of expression in the web, though they disapprove of rudeness encouraged by anonymity.

Poles have mixed feelings about the reliability of information in the Internet. Half of all of the respondents have no clear opinion about whether they should trust information in the Internet; 40% of them (nearly half of Internet users) think that this information is reliable. The perceived reliability of the Internet decreases with age and increases with educational level.

The Internet is not perceived as a source of political power. Poles don't believe that politicians and officials would pay attention to what they say about them in the Internet. On the other hand, more than a half of the respondents (even more Internet users) are enthusiasts of freedom of expression in the Internet - they approve of criticizing the government on the Internet, expressing even extreme ideas and feel safe commenting on politics in the Internet.

It's noteworthy that about a quarter of the Internet users fear that the government or companies check what they do online. Thus, despite a rather high degree of tolerance for expressing one's views in the Internet, there is

a significant group of internauts who don't feel anonymous and safe using the Internet.

Freedom of expression in the Internet is desired more by men, people with a higher education and younger people.

Very few respondents reported that their privacy had been violated in the Internet. They try to protect themselves and their computers by using appropriate software: the majority have anti-virus programs, and every second internaut has software that prevents hackers from breaking into their computer. But only one in seven uses "parental control" - software that prevents children from visiting forbidden websites.

Transactions with credit/payment cards via the Internet and using on-line banking, together with identity theft, are considered to be potential dangers in the Internet. On-line banking and identity theft are not perceived to be threats by less than half of Internet users. A fifth of non-users are very afraid of these situations. Transactions with credit/payment cards are no threat at all for a third of Internet users.

The majority of Poles transfer the rules and norms of the real world into the virtual world - they consider it unacceptable to insult others and violate their privacy in the Internet.

It's interesting to note that half of Internet users do not have any problem with posting their private photos or personal information in the Internet. The older the users, the greater the reluctance to post such information online.

ADAPTATION



This section focuses on Internet presence in Poland. It shows how many Poles over 14 years of age are Internet users and how many of them have Internet access at home. It is shown that the adaptation to the Internet varies substantially between social groups distinguished by age, size of the location of residence (town), occupation and level of education. It also presents the locations from which the Internet is accessed.

Internet usage is strongly related to the equipment - obviously, without the hardware, the Internet cannot be used. This section shows how many people have a computer and how many use the Internet on mobile devices. It also presents the popularity of different types of Internet access.

Finally, there is the analyse of how long Internet users have been using the net and which demographic groups have been using it the longest.

■ Diffusion

- Internet use in Poland
- Internet access at home

■ Digital households, gadgets and mobility

- Locations of use
- Infrastructure: owning computers & mobile phones

■ Type of Internet access

- Type of Internet access
- Accessing the Internet with mobile devices

■ Experience

- Number of years the Internet has been used

Diffusion: use of the Internet in Poland

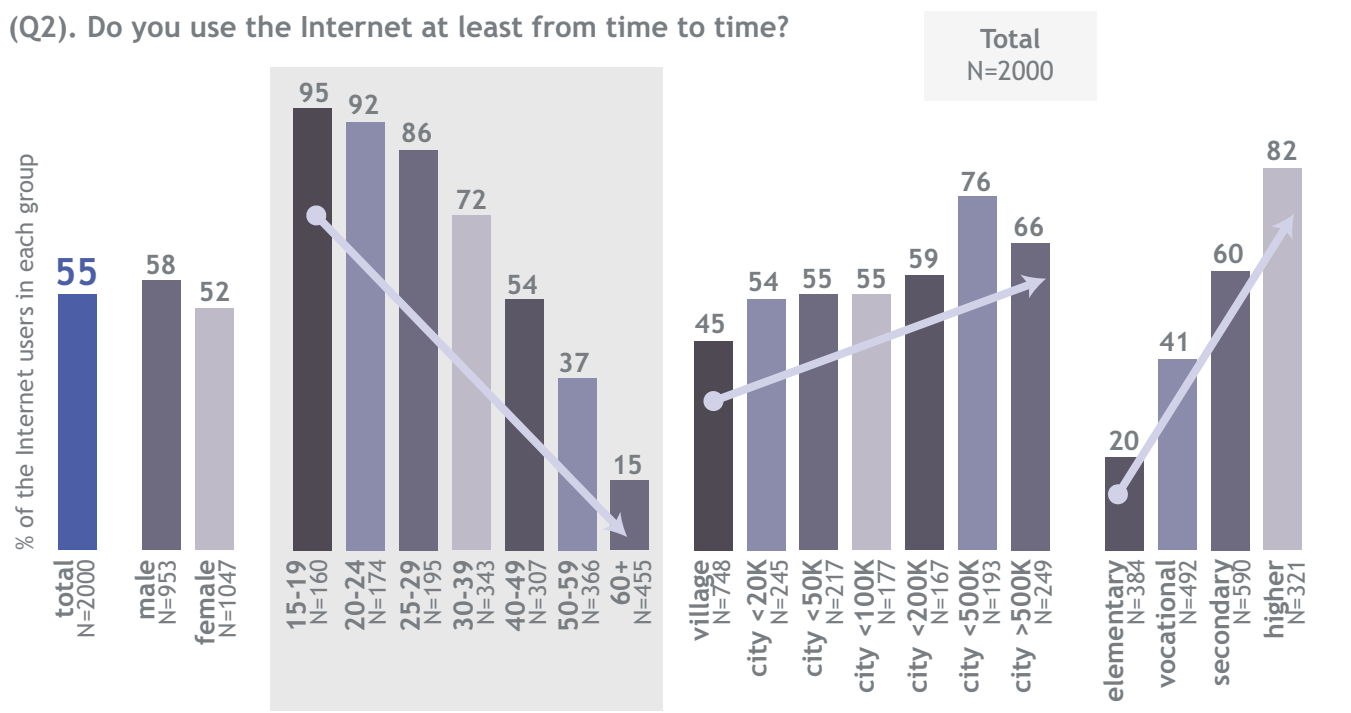
More than a half of Poles over 15 years of age use the Internet: 58% of men and 52% of women.

Age and education level both strongly correlate with Internet use.

About 90% of the Internet users are people below the age of 30.

Internet is very popular in medium-sized cities (200K-500K inhabitants).

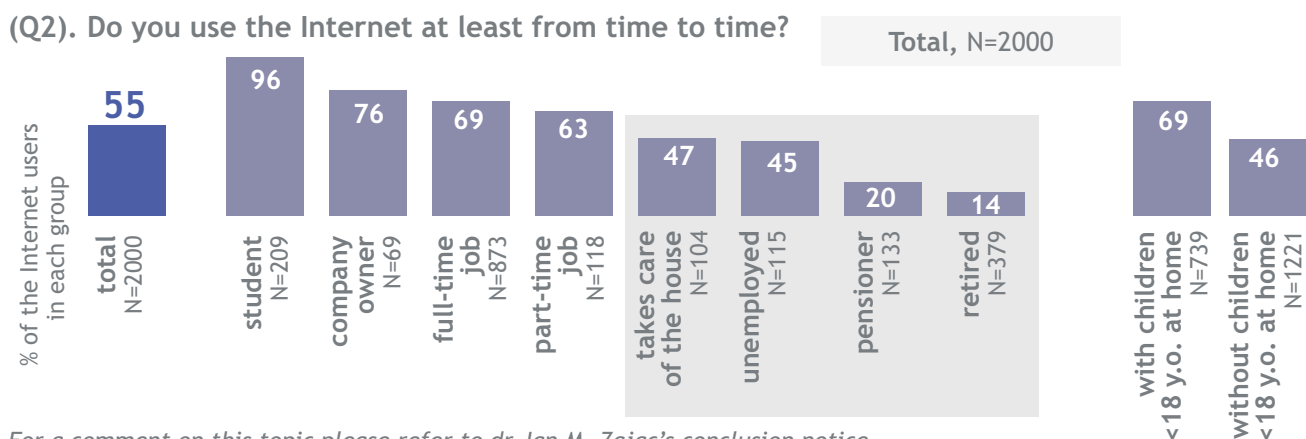
(Q2). Do you use the Internet at least from time to time?



Nearly all students use the Internet at least from time to time. It's worth noting, that the lowest number of the Internet users is to be found among those who do not work: people who take care of the house, who are unemployed at the moment, and among pensioners and retired persons.

Also, those who live with children under 18 years old use the Internet more often than those who do not live with under-age children.

(Q2). Do you use the Internet at least from time to time?



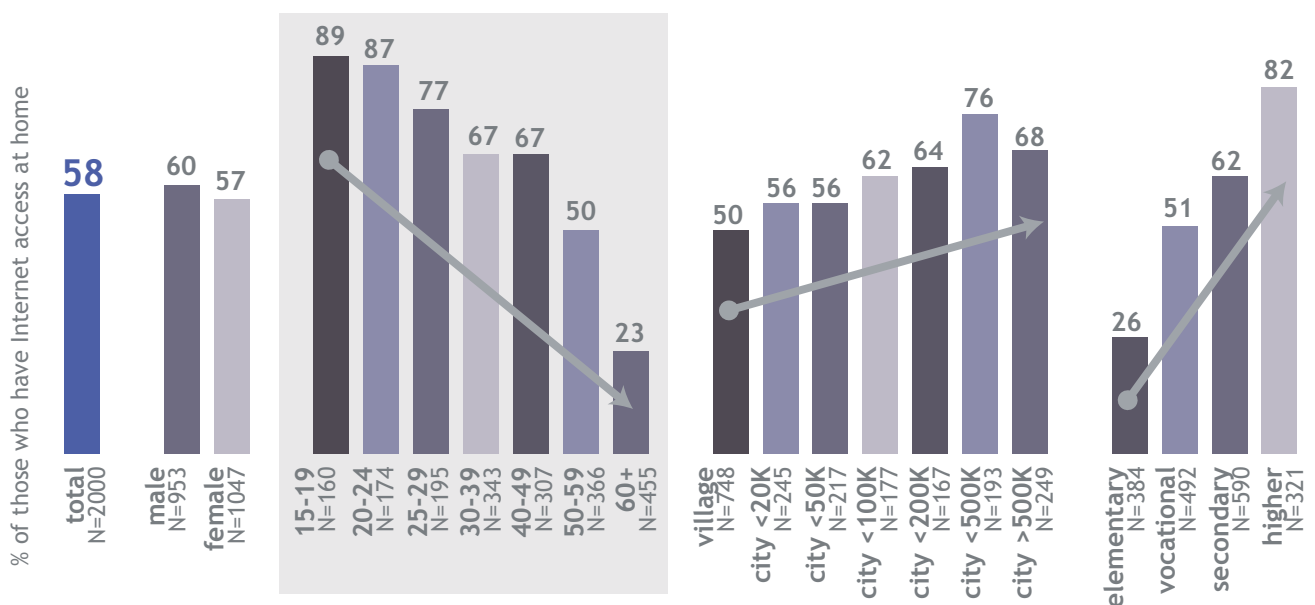
For a comment on this topic please refer to dr Jan M. Zajac's conclusion notice "The Internet user category is too extensive" and "The Young Guard of the Internet"

Diffusion: Internet access at home

Similarly as in the case of the Internet usage, access to the Internet is strongly correlated with age and education.

(Q18A). Do you have Internet access at home?

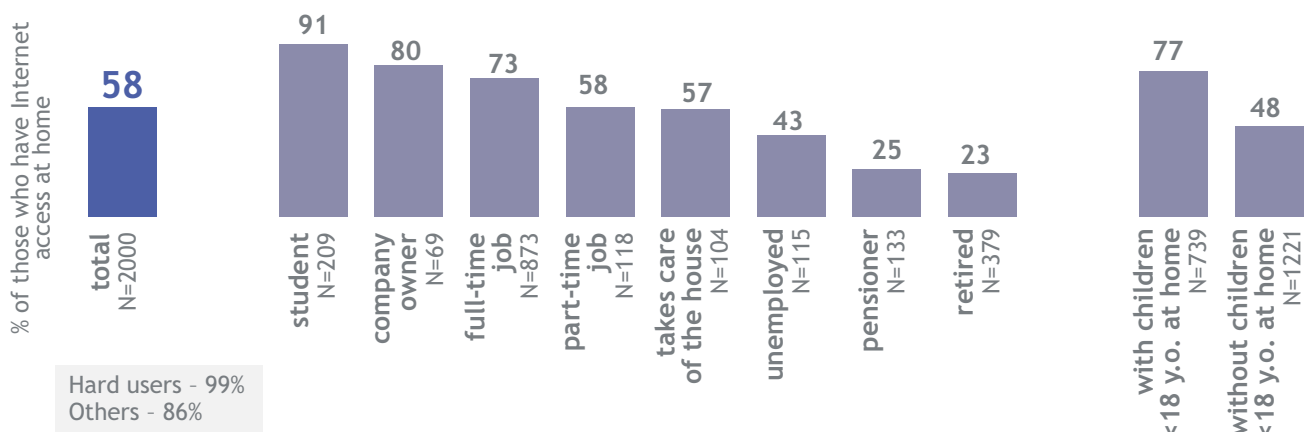
Total
N=2000



Having children under 18 years old in the household is a strong incentive to acquire access to the Internet. Among occupational groups, students, company owners and full-time employees are the most likely to have Internet access at home.

(Q18A). Do you have Internet access at home?

Total
N=2000

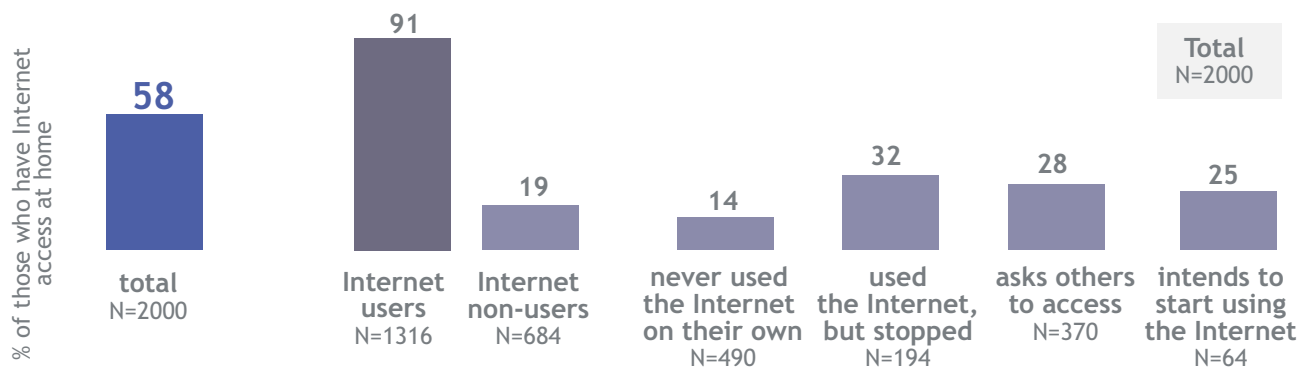


Diffusion: Internet access at home

The vast majority of the Internet users have Internet access at home.

Among non-users, one in five has access to the Internet. Non-users are more likely to have Internet access at home if they have used Internet in the past or have a proxy-user.

(Q18A). Do you have Internet access at home?

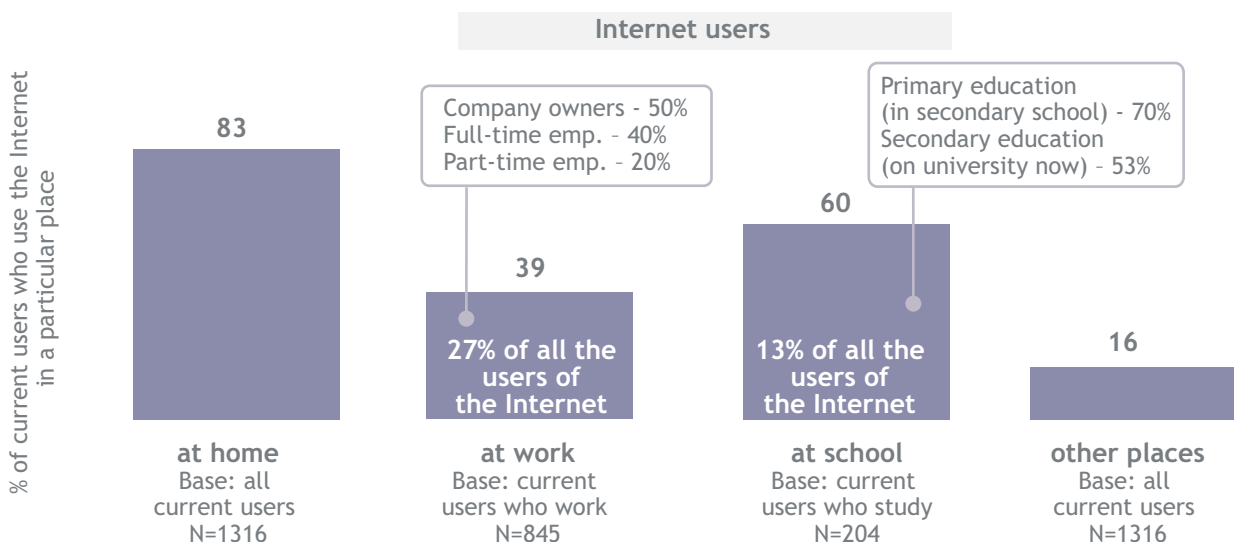


Locations of use

The majority of current the Internet users access it at home, whereas only one out of six uses it in places other than home, work or school.

Over one third of Internet users who are currently employed use the Internet at work. Also, over a half of students use the Internet at school.

(Q4). On average, how many hours per week do you spend using the Internet:

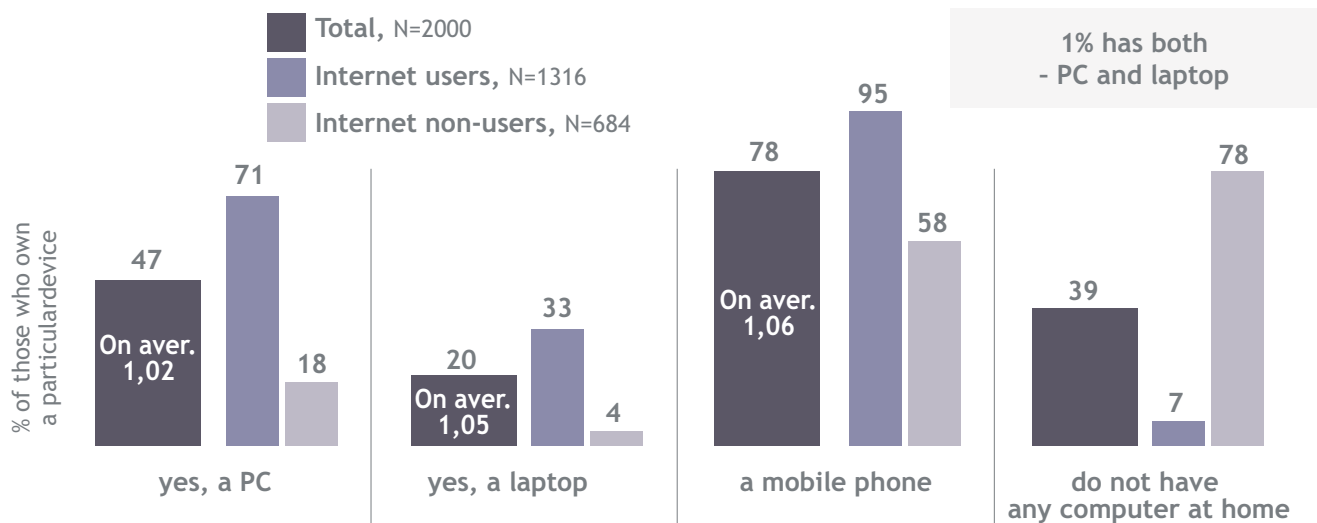


For a comment on this topic please refer to dr Dominik Batorski's conclusion notice "Domestication Instead of Mobility"

Infrastructure: ownership of computers

Internet users more often than non-users have a computer at home (usually one computer per household) and use a mobile phone. The majority of the Internet non-users do not have any computer at home. Among Internet users one out of fifteen does not have a computer at home.

(Z1/2). Do you own a computer/mobile phone?



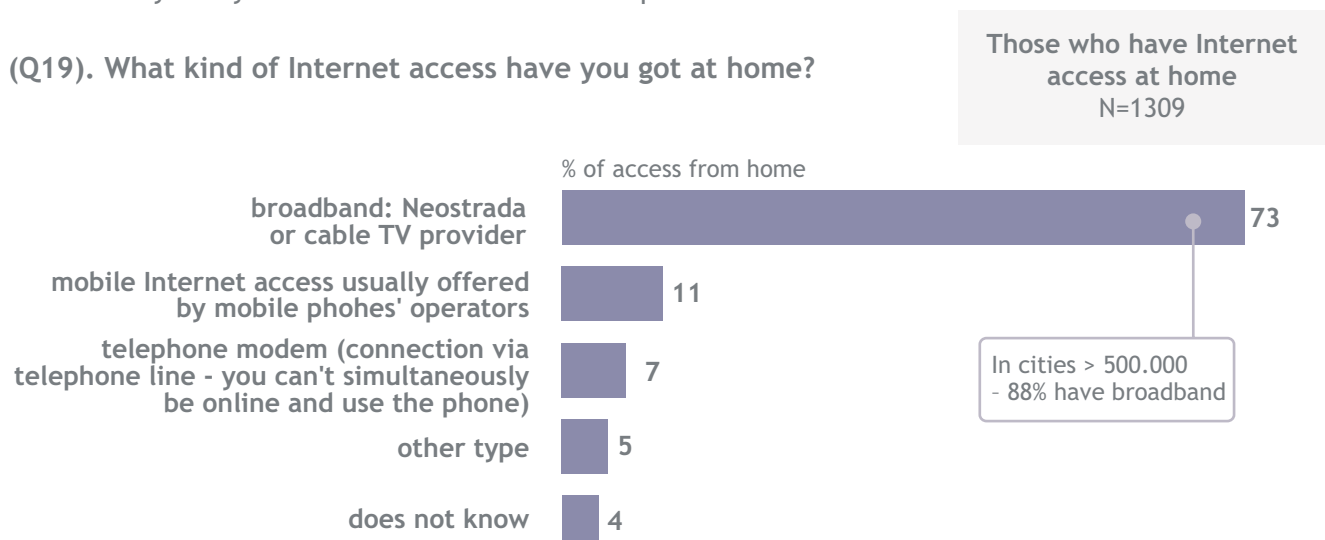
Type of Internet access

The most popular type of Internet connection in Poland is broadband used by about 3/4 of those who have Internet access at home.

One out of ten users of the Internet have.

Relatively many users of the Internet use telephone modem.

(Q19). What kind of Internet access have you got at home?

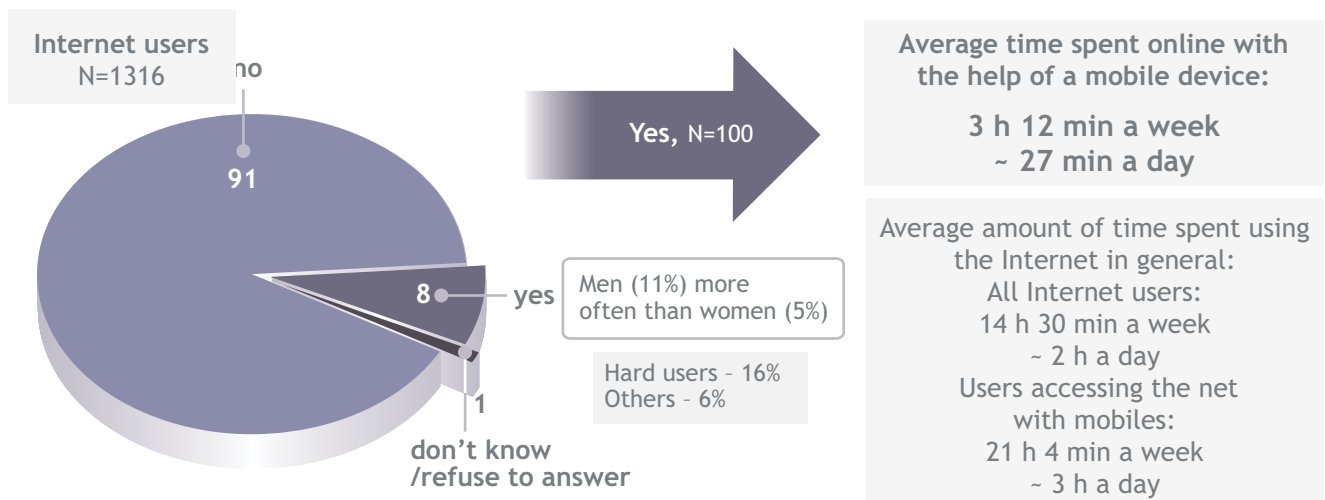


Accessing the Internet with mobile devices

Accessing the Internet with mobile devices such as mobile phones, palmtops or smartphones is not common - less than one out of twelve Internet users take advantage of such devices.

Those who use them, seem to treat it as an additional way of accessing the Internet - they use them to browse the Internet for 3 hours and 12 minutes a week (half an hour a day) on average (nearly one third does so less than half an hour a week). It's worth noting that those Internet users who do access the Internet with on mobile devices, spend on average 3 hours a day in the Internet.

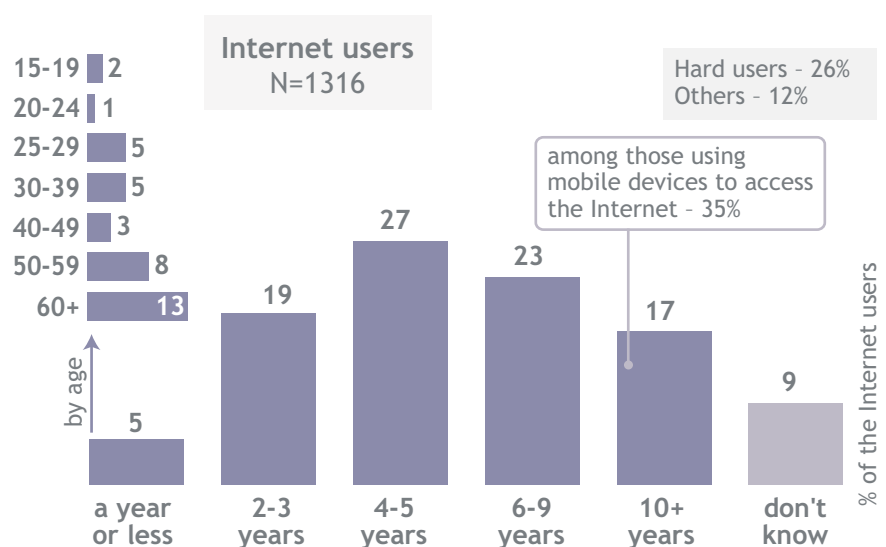
(Q4.5). Do you access the Internet with devices such as mobile phones, palmtops or smartphones?



Experience: the number of years the Internet has been used

Only 5% of the Internet users have been using it for a year or less. One out of ten of them have been using it for more than ten years. Among those who access the Internet with mobile devices, over one third has been using the Internet for more than 10 years - this indicates that they are more experienced users.

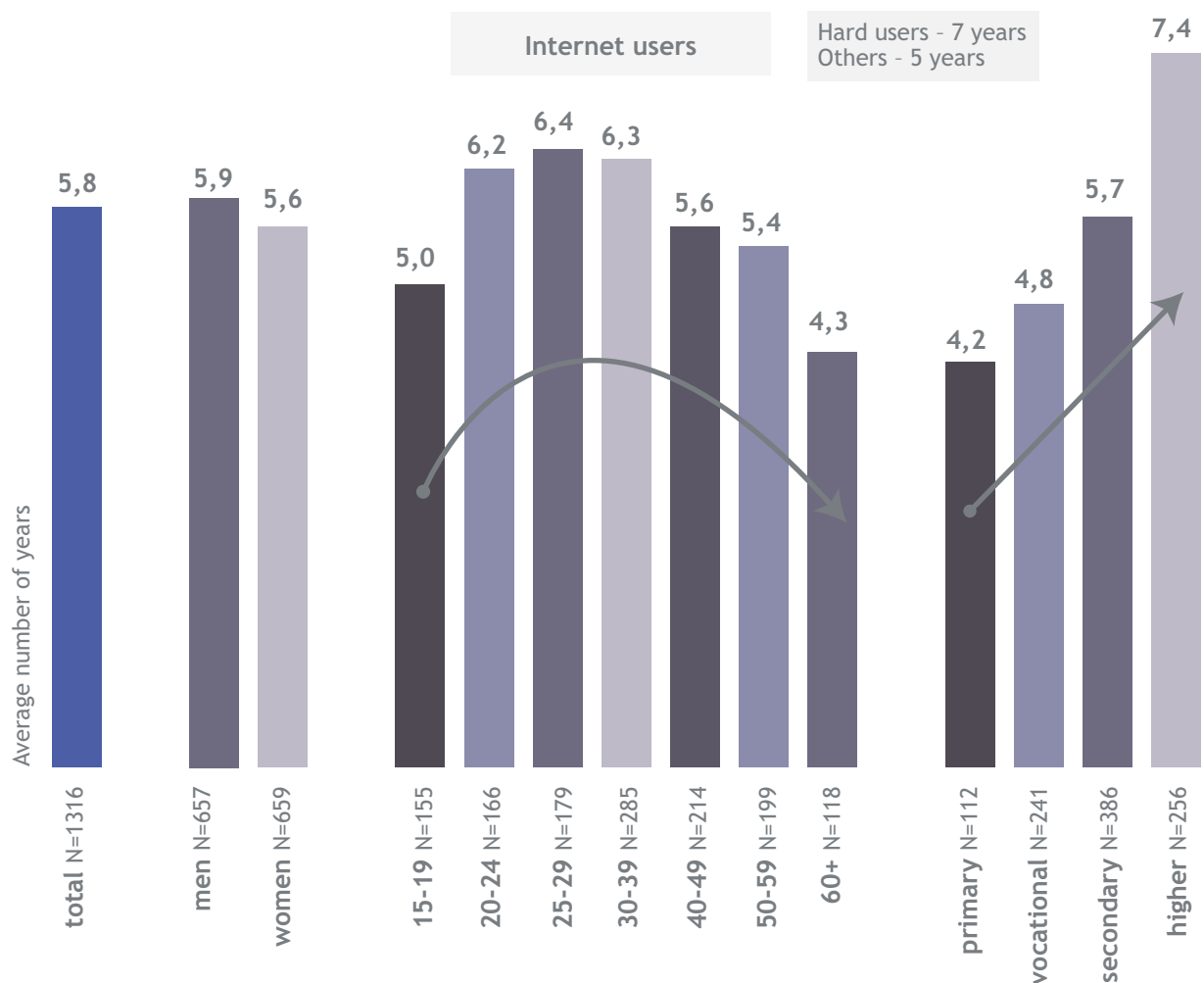
(Q5). For how many years have you been using the Internet?



Experience: The number of years the Internet has been used with regard to demographics

The average amount of time the Internet has been used in Poland is six years. A correlation between this amount of time and education can be observed - the more educated the respondent, the longer the usage of the Internet. In addition, those who have been using the Internet the longest (more than 6 years) are of ages between 20-39.

(Q5). For how many years have you been using the Internet?



UNDERSTANDING THE UNCONNECTED



A large portion of population in Poland does not use the Internet. This chapter attempts to explain why these people remain unplugged and how they deal with not using the net.

First, the reasons for not using the Internet will be shown, along with cases of occasional usage. Afterwards it will focus on proxy usage (use of the Internet through another person - for example, asking someone to check something in the Internet).

It will also attempt to determine non-users' attitudes to them not using the Internet. Do non-users have a feeling of loss? Do they plan to start using the Internet? And last but not least, how do they perceive the Internet? What advantages and disadvantages of the Internet do they distinguish?

■ Internet non-users

- Having access to the Internet at home
- Reasons for not using the net

■ Occasional usage

- Occurrence
- Motives for occasional use

■ Dealing with necessity to use Internet

■ Proxy use

- Availability of proxy-users
- Types of proxy-users
- Types of requests to proxy-users

■ Internet access in the respect of the access location

■ Attitude towards them not using the Internet

- Feeling of loss
- Plans to start using the Internet

■ Perception of the Internet

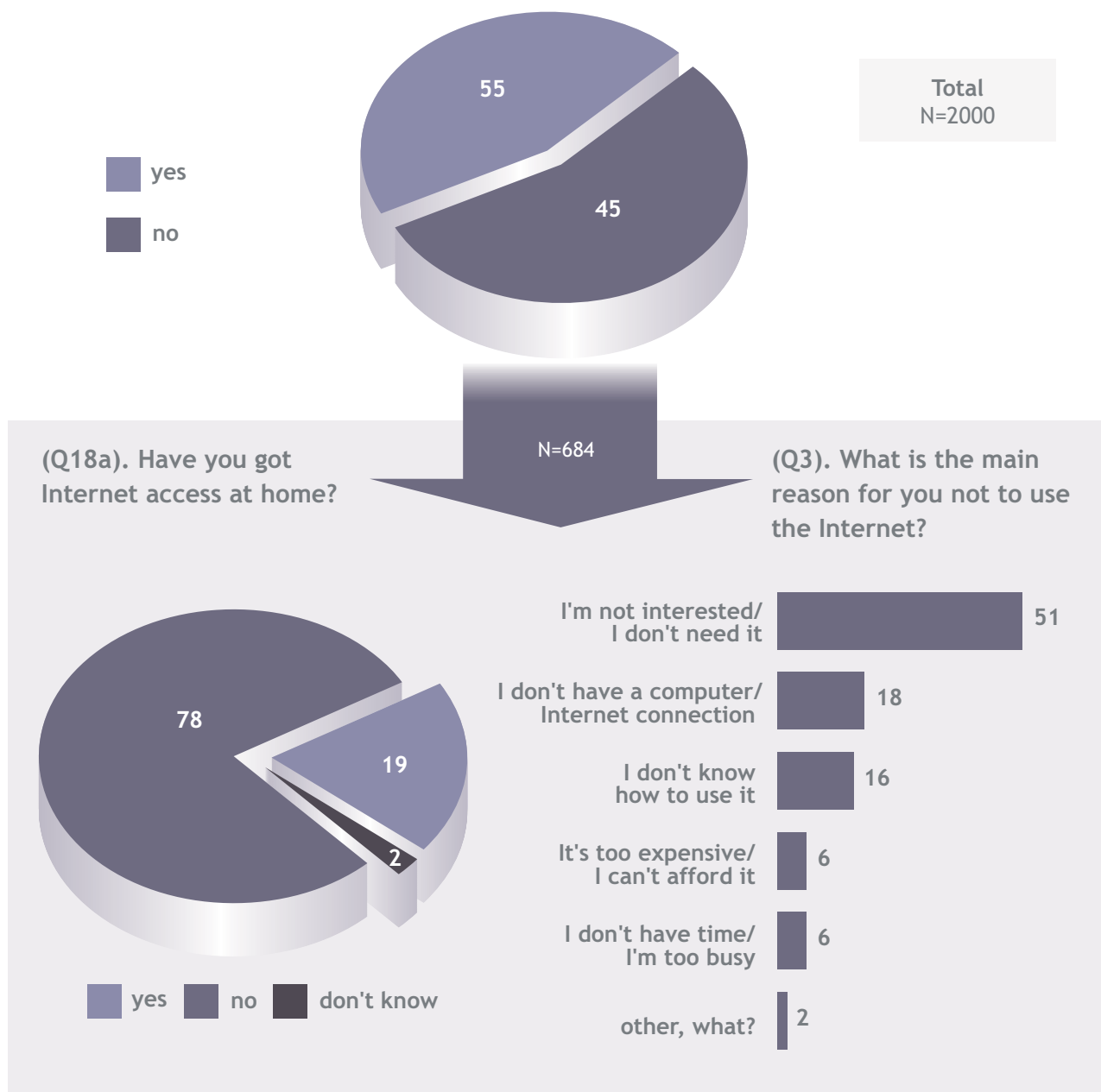
- Advantages & disadvantages

Internet non-users

One third of the respondents doesn't have an access to the Internet, while one out of five has Internet access at home.

The main reason for not using the Internet is the lack of interest in it.

(Q2). Do you use the Internet at least from time to time?

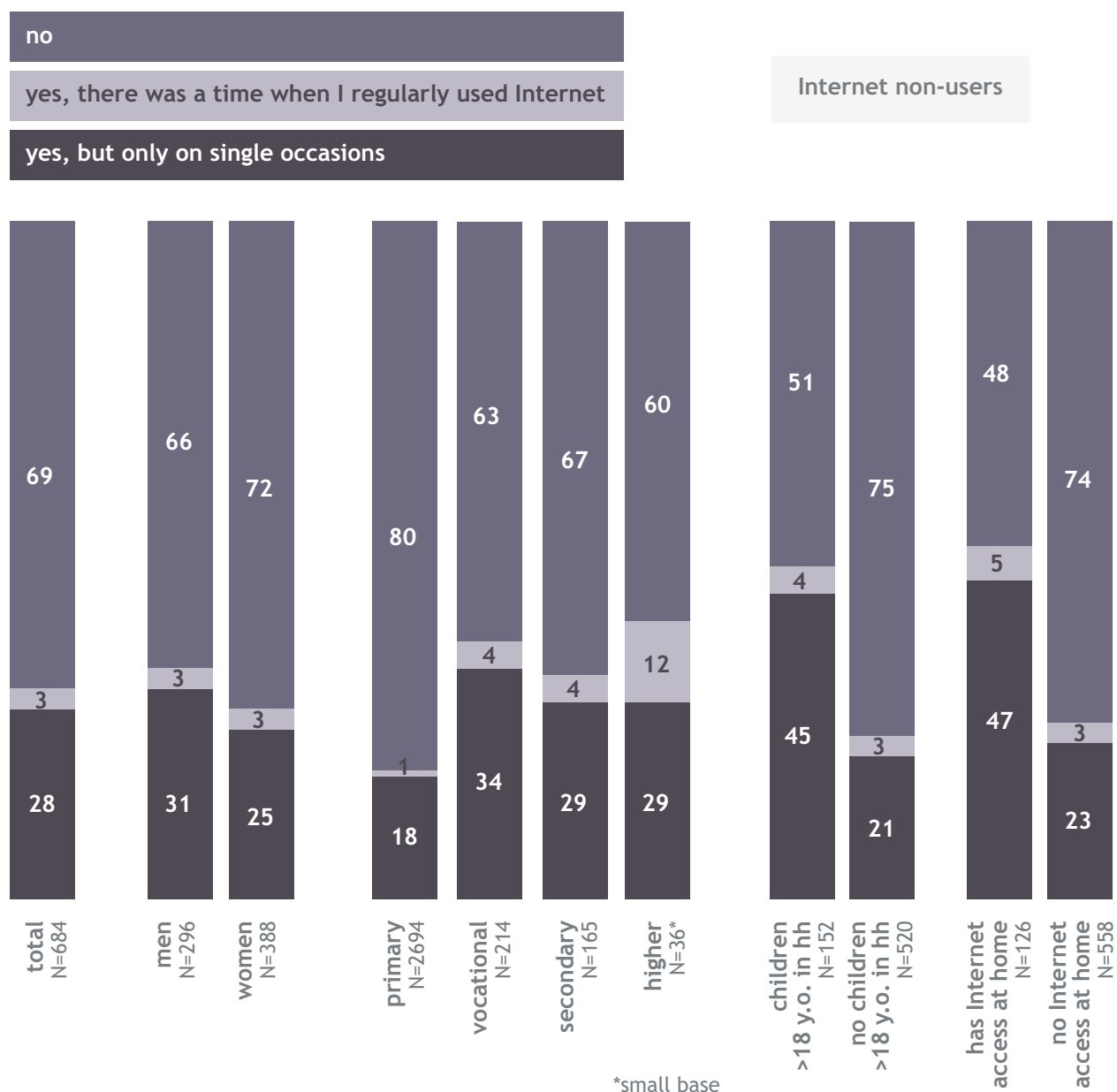


For a comment on this topic please refer to dr Dominik Batorski's conclusion notice "Digital Exclusion"

Occasional Internet usage: occurrence

One third of the non-users happen to have used the Internet at least once. Men had contact with the Internet slightly more often than women. Moreover, nearly a half of the non-users who have access to the Internet at home have accessed it in the past. Furthermore, having under-age children at home is a factor that increases the chance to have occasional contact with the Internet.

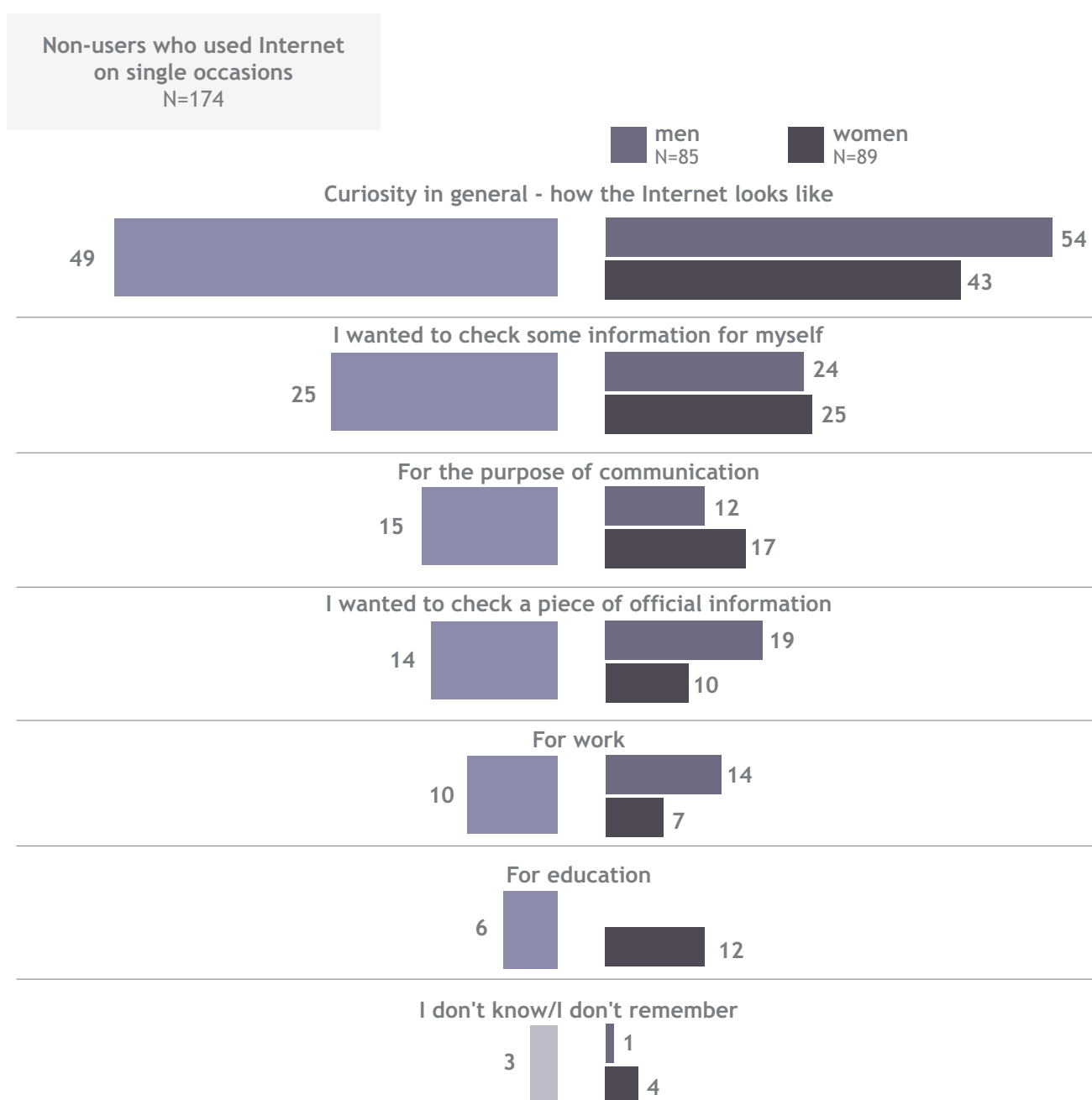
(Q32). Did you use the Internet at least once before?



Motives for occasional use

The main motive for occasional use was general curiosity. Men, more often than women, just wanted to check how the Internet looks like. One quarter of those non-users who happened to use the Internet did so because they wanted to check some information for themselves (for example a price of a product, the weather, a TV programme).

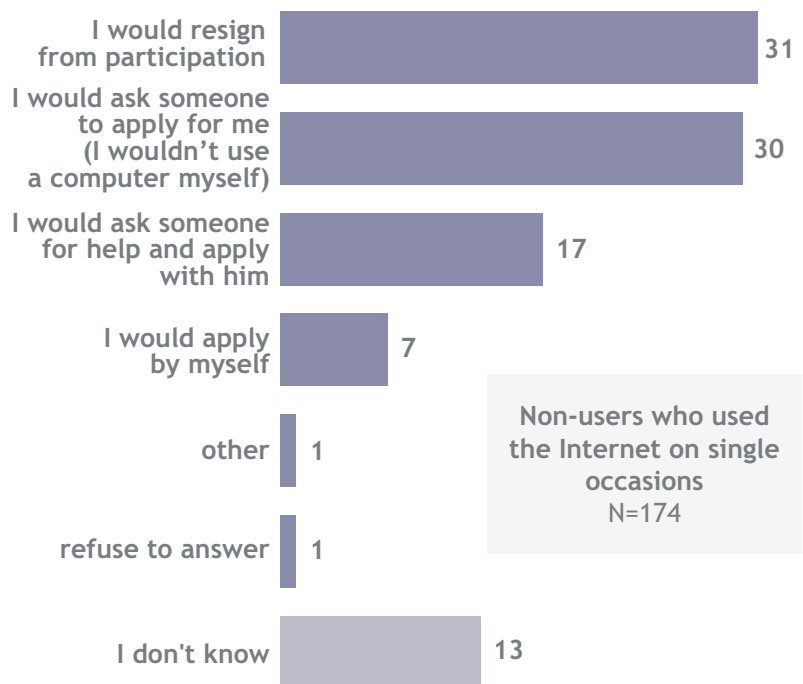
(Q33). What was the reason for you to use the Internet at that time?



Dealing with the necessity to use Internet

Making the usage of the Internet a necessary condition for participating in contests, workshops or conferences seems not to be the best way of encouraging non-users to start using the Internet. The majority would not use a computer, and nearly one third would altogether resign from participation.

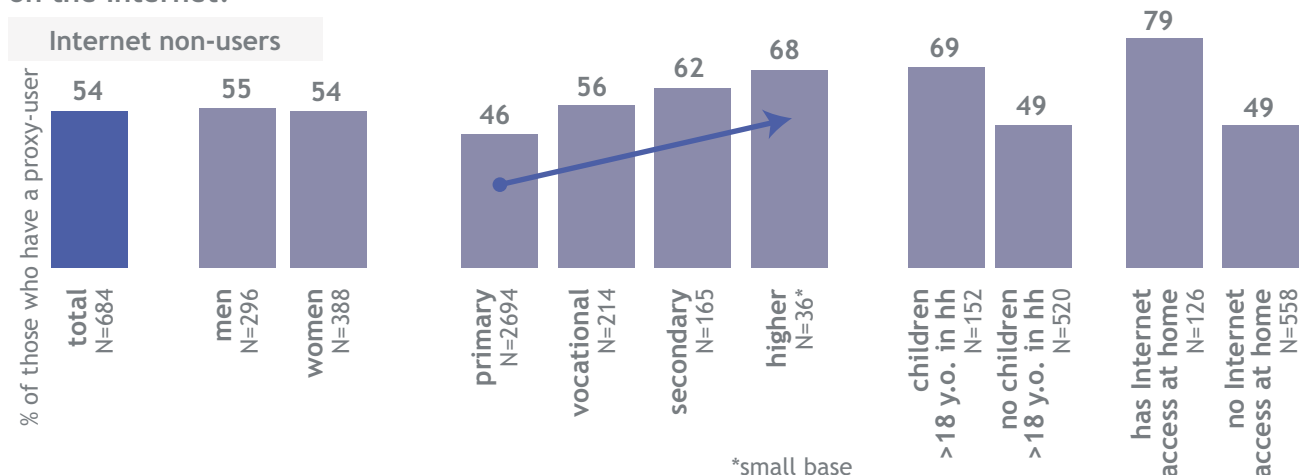
(Q31). If there was an opportunity to take part in an interesting contest/workshop/conference, but under the condition of applying **THROUGH THE INTERNET**, what would you do?



Availability of proxy-users

More than a half of the Internet non-users know someone whom they ask to check or show them various things in the Internet. The availability of proxy-users increases with the level of education. Also, what is natural, non-users are more likely to know someone they can ask for help if they live with under-aged children or have Internet access at home.

(Q34). Do you know anyone whom you can ask to check for you/show you various things on the Internet?



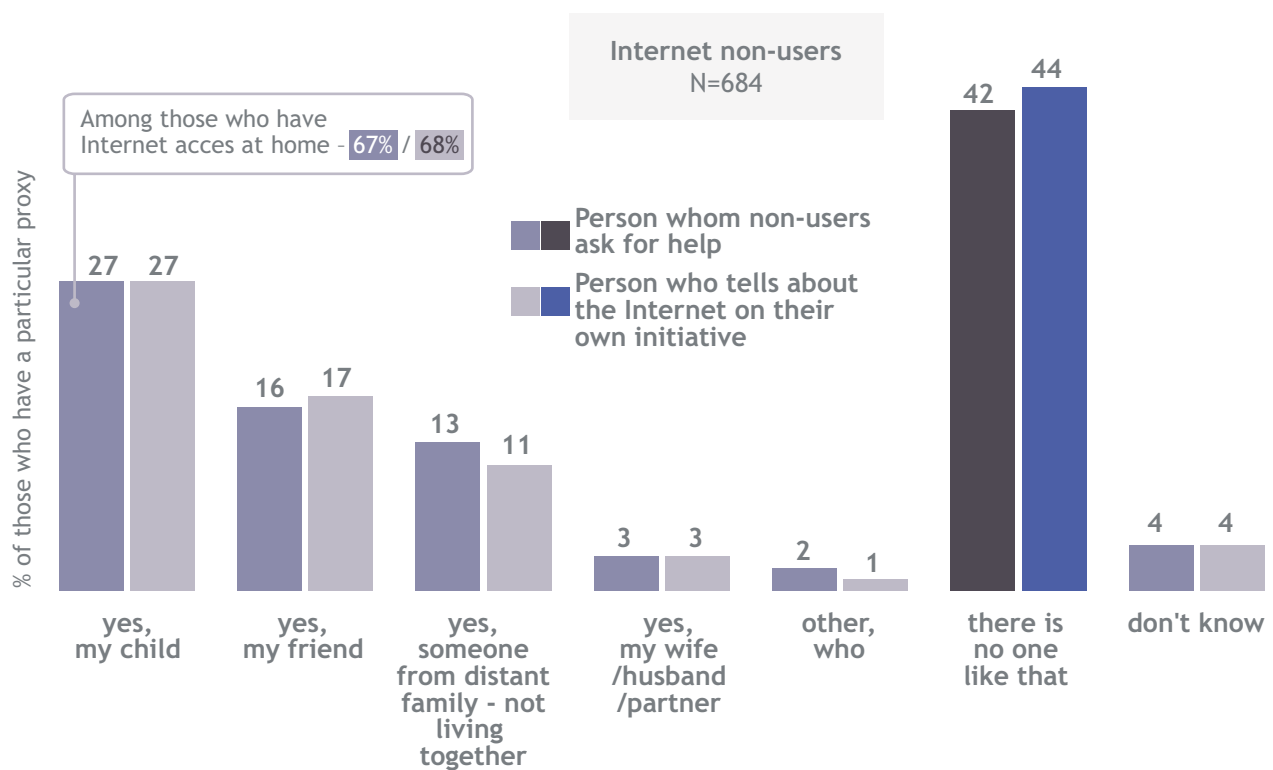
Types of proxy-users

The most popular proxy-user is a child - 2/3 of those non-users who have Internet access at home, ask their child for help or the child tells them about Internet on their own initiative.

Only one in six non-users say that their proxy-user is a friend and one in eight - someone from the distant family (not living together). Very few non-users count on spouse/partner in this matter.

(Q34). Do you know anyone whom you can ask to check various things on the Internet for you?

(Q34a). Do you know anyone who on their own initiative tells you what can be found on the Internet?

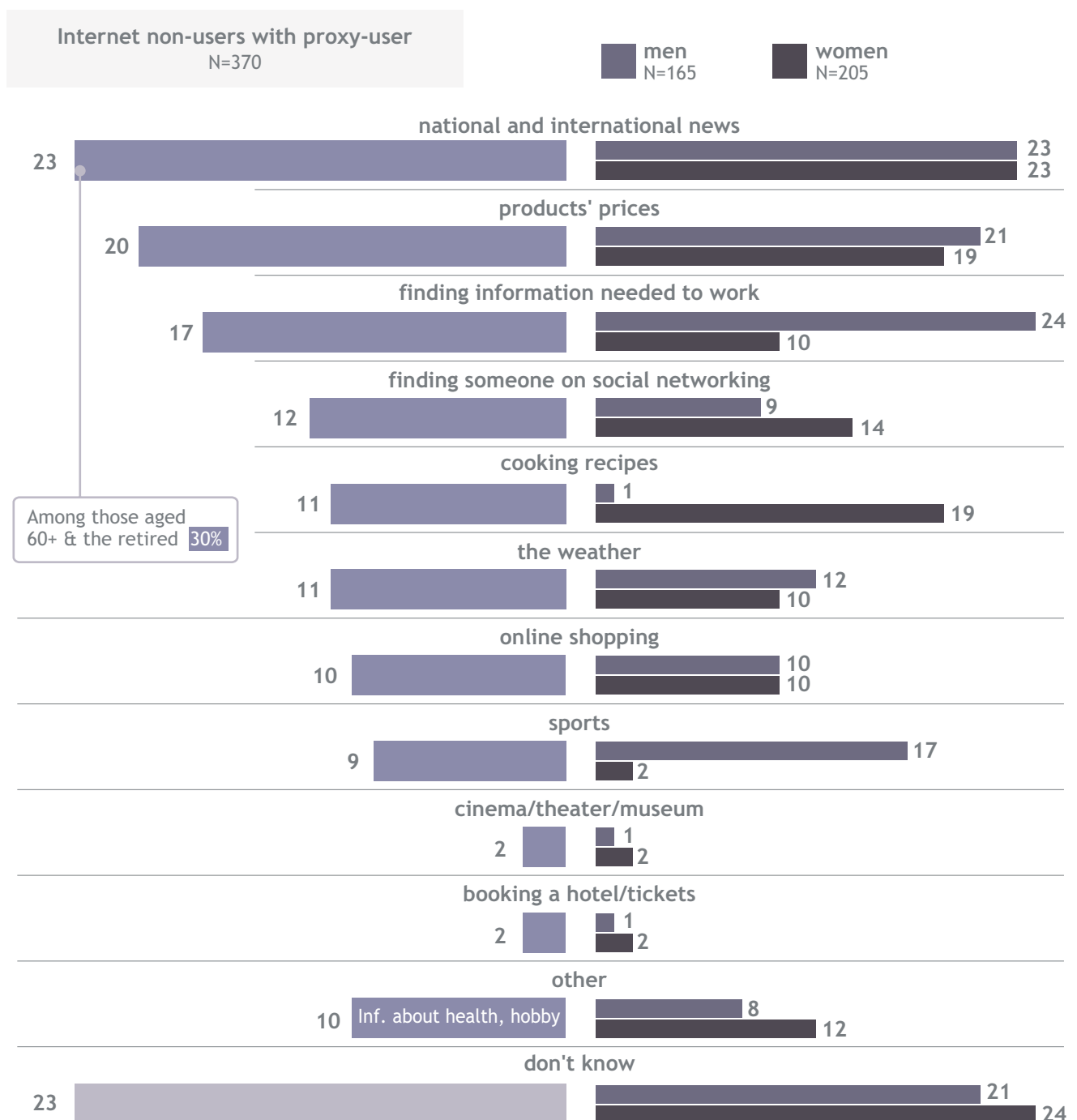


Types of requests to proxy-users

Non-users usually ask proxy users to check the news, both national and international (especially the oldest and the retired respondents). One fifth of them asks to check product prices.

Men more often than women ask for help in finding information needed for work and sport, whereas women are more often interested in cooking recipes.

(Q35). What sort of things do you ask this person to check for you?



Internet access in the respect of the access location

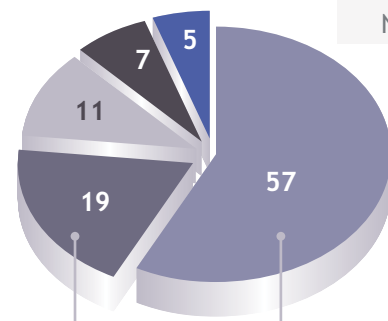
One fifth of the Internet non-users have Internet access at home. Over a half declare that their neighbours have Internet access (happens more often in small cities).

(Q37). Please tell me, where is the closest place you can access the Internet from?

- neighbours have access to the Internet
- I have access at home, but I don't use it
- In official buildings, such as libraries
- there is no access anywhere nearby
- I don't know

Among those who live with under-aged children - 42%

In small cities up to 50.000 Inhabitants - 65%



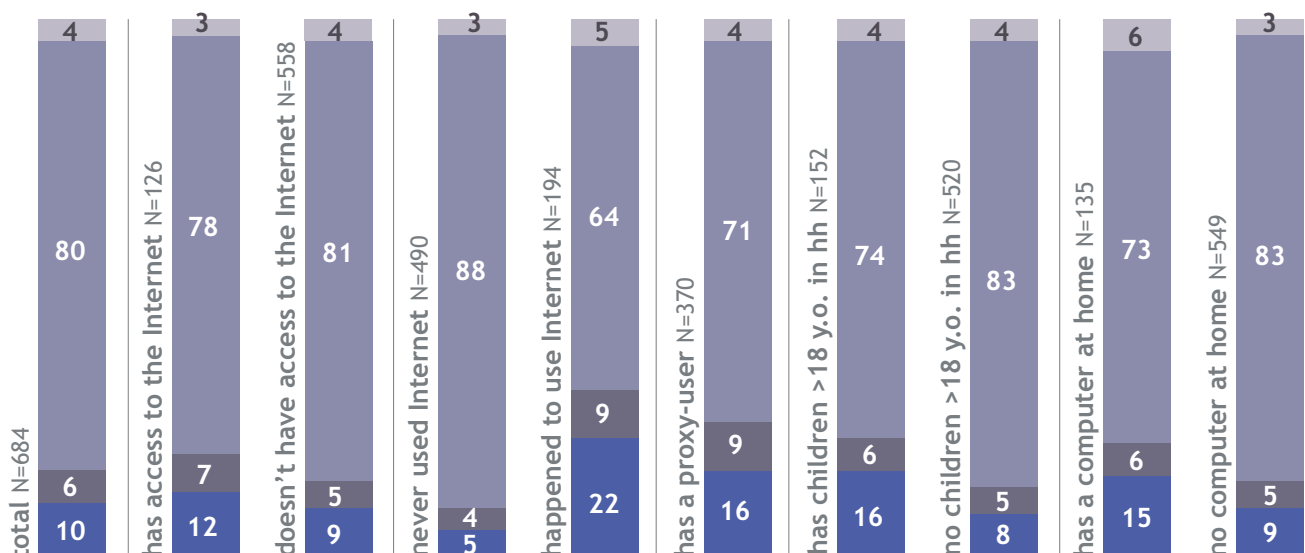
Internet non-users
N=684

Feeling of loss

The vast majority of Internet non-users don't have a feeling of loss caused by not using it. It's worth noting, that these non-users who came into contact with the Internet (have access at home, happen to have used it, have a proxy-user or have under-aged children) are more likely to want to learn to use it.

(Q38). Do you have a feeling that you are missing out on because of not using the Internet?

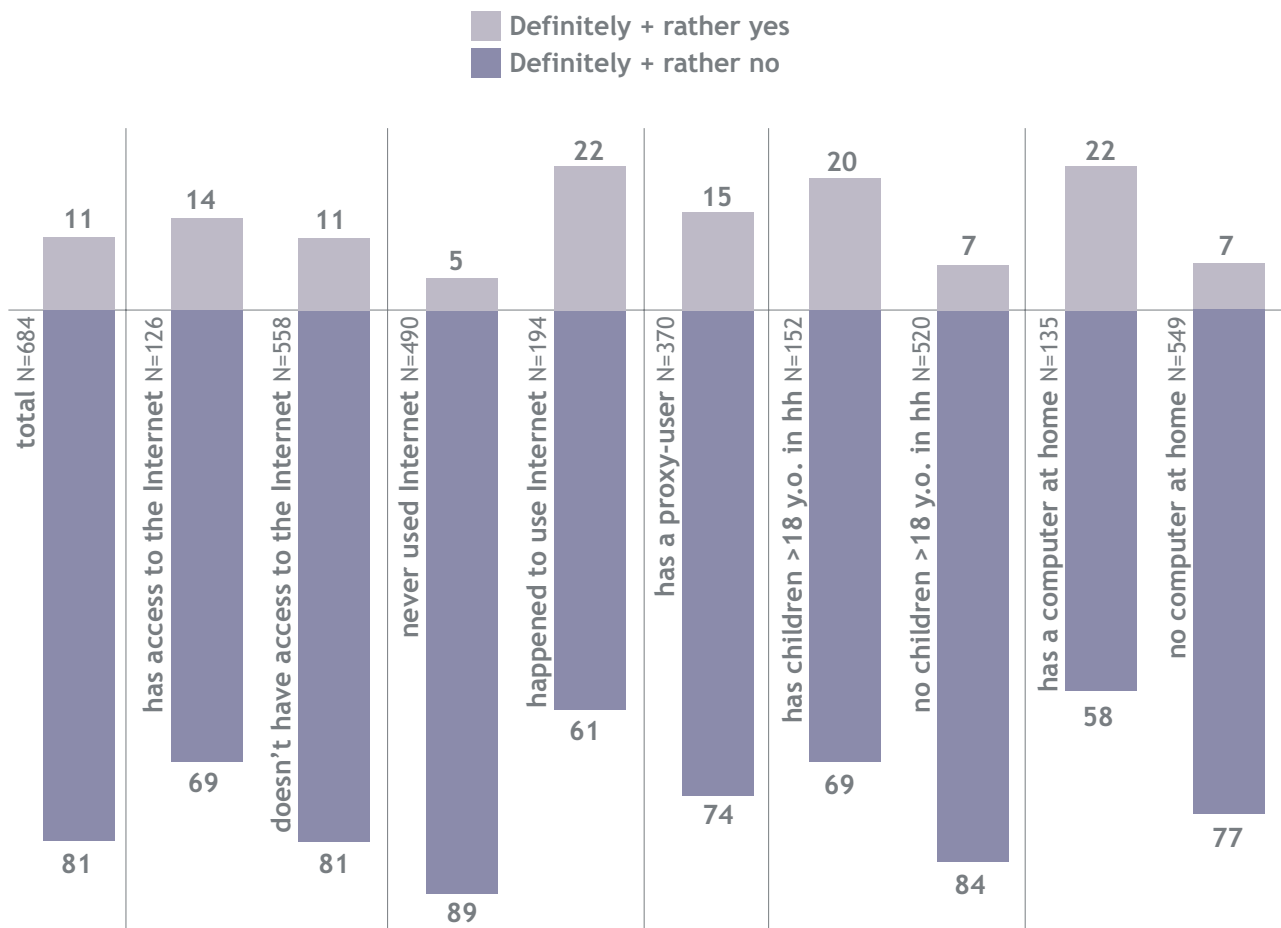
- Internet non-users
- don't know
- I don't have a feeling that I am missing out on something
- Yes, I feel that I am missing out on something, but I am not going to learn how to use it
- Yes, I feel that I am missing out on something and I would like to learn how to use it



Plans to start using the Internet

A vast majority of Internet non-users don't plan on starting using the Internet. Only one out of ten has such plans. Having under-aged children in the household and having experience with the use of the Internet are the factors that seem to encourage non-users to start using the Internet to a slightly lesser degree than having a proxy-user (which might make the non-users lazy - they don't have to personally use the Internet to take advantage of it).

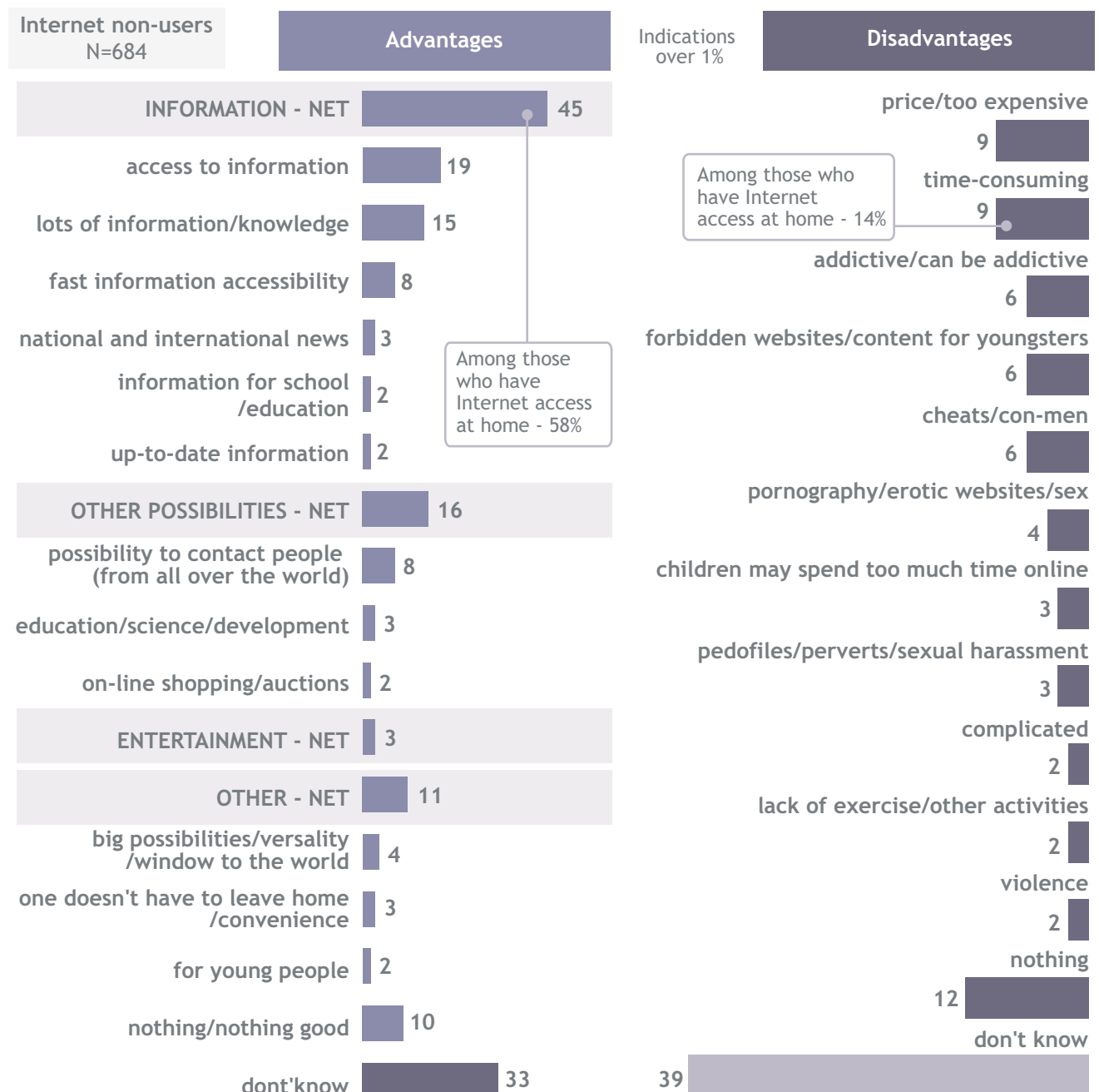
(Q36). Do you plan on starting using the Internet in the next 6 months?



Advantages & disadvantages of the Internet

Non-users seem to perceive the Internet quite stereotypically - the main advantage of it is the access to information (especially for those who have Internet access at home). The disadvantages mentioned the most often are price and time-consumption. Non-users are also afraid of being verbally abused and of “negative” content of the Internet such as pornography, sexual harassment, websites not appropriate for youngsters.

(Q39/39a). In your opinion, what are advantages/disadvantages of the Internet?



CENTRALITY OF THE INTERNET



Internet usage should be explored in the context of other media. This chapter is dedicated to exploring how much time internauts spend using the Internet compared to other media - TV, radio, press. It also explores the relative importance of various media to them in general.

The last part of this chapter focuses on multitasking - it explores whether and to what extent Internet users use other media while browsing the net.

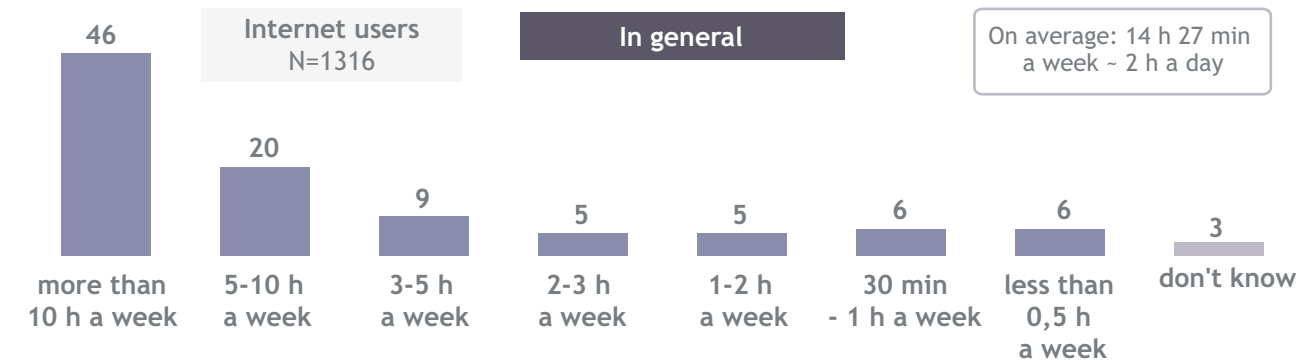
■ Centrality of the Internet

- Time consumption
- Internet vs the other media
- Multitasking

Time consumption in general

The Internet users in general devote 14,5 hours a week (2 hours a day).

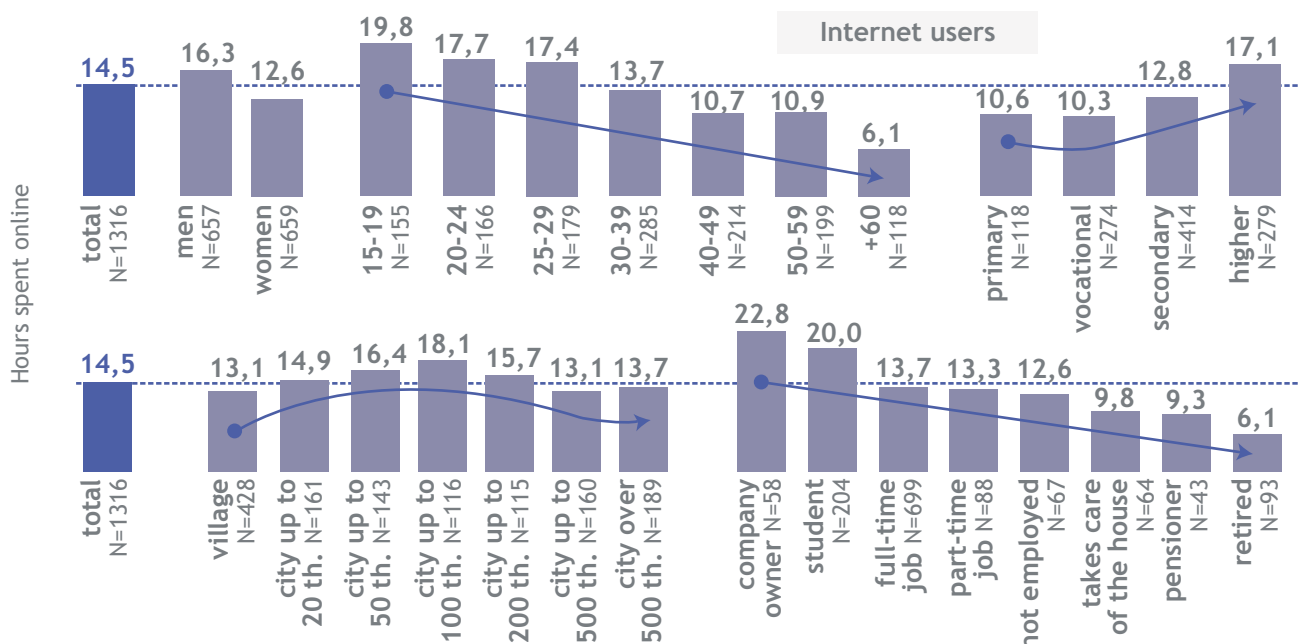
(Q4). On average, how many hours a week do you usually spend online?



Time consumption in general by demographics

Amount of time spent online is inversely proportional to age. What is interesting, respondents with primary education use the net for longer periods of time than those with vocational education. People living in cities 50-100.000 spend surprisingly much time online. Among occupational groups: most active Internet users are company owners and students.

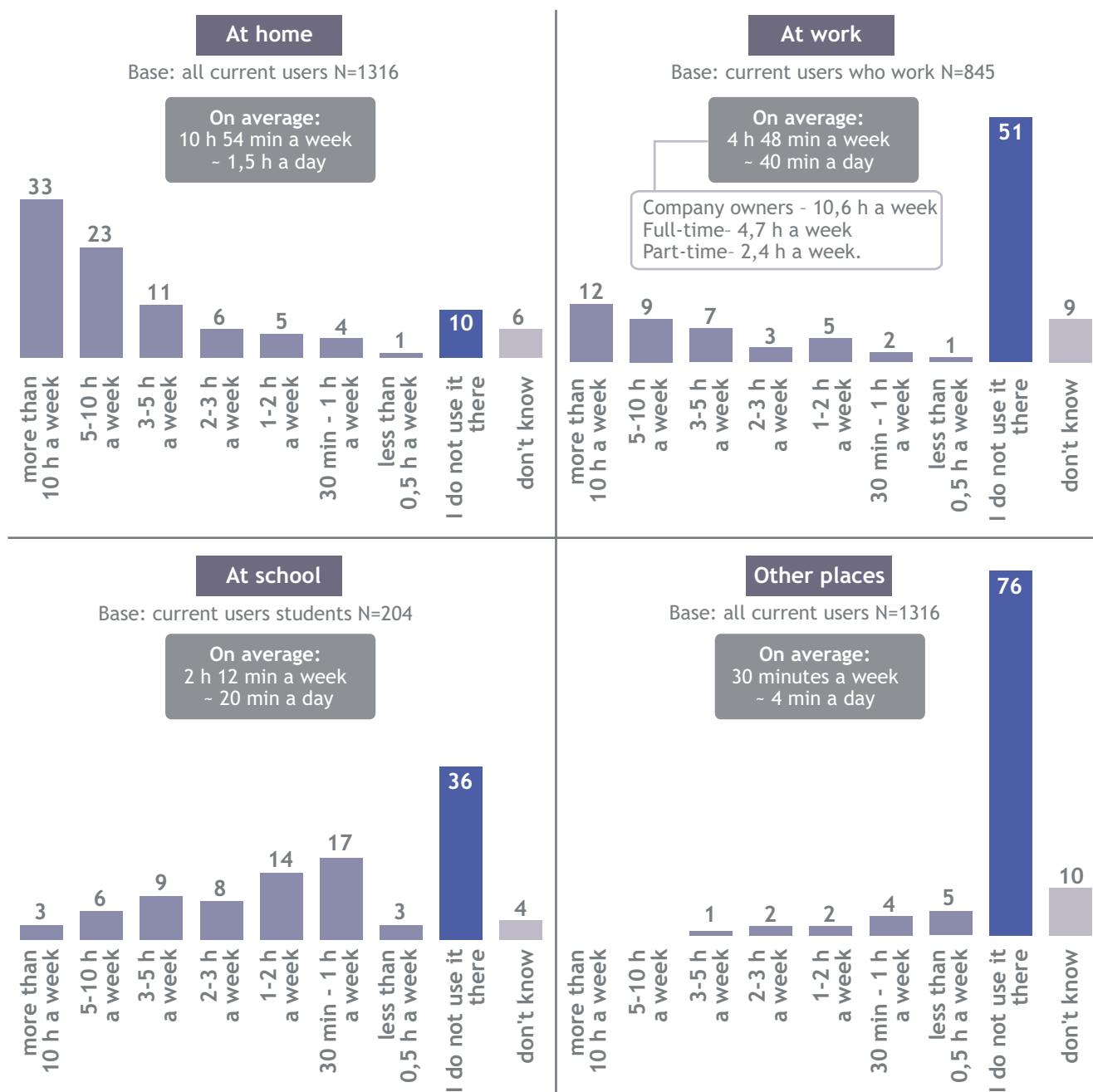
(Q4). On average, how many hours a week do you spend online?



Time consumption: at home, at work, at school & other places

Internet users tend to go online from their homes. only a half of the employed net surfers use the Internet at work (the most intensive usage can be observed among company owners and the least intensive part-time employees). Among students, one third doesn't use the Internet at school.

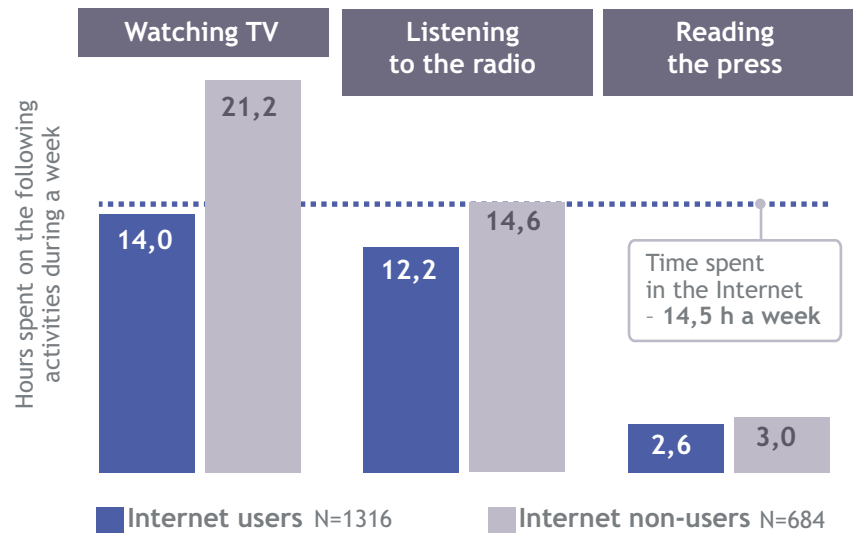
(Q4). On average, how many hours a week do you usually spend online at home/at work /at school/in other places?



Time spent on other media

People who don't use the Internet spend more time on other media - watching TV, listening to the radio and, to some extent, reading the press - than the Internet users.

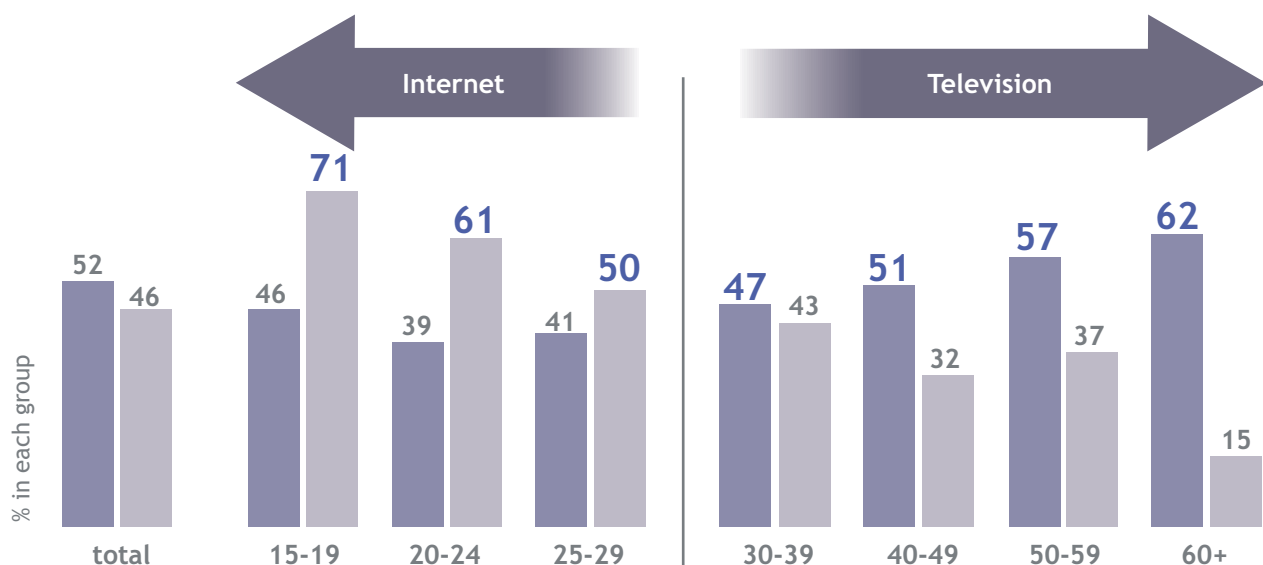
(Q15). During a typical week, how many hours do you spend on the following activities instead of getting online.



Spending more than 10 hours a week: TV or the Internet

Media consumption habits change: among those below the age of 30, more spend 10 hours or more on using the Internet than on watching TV.

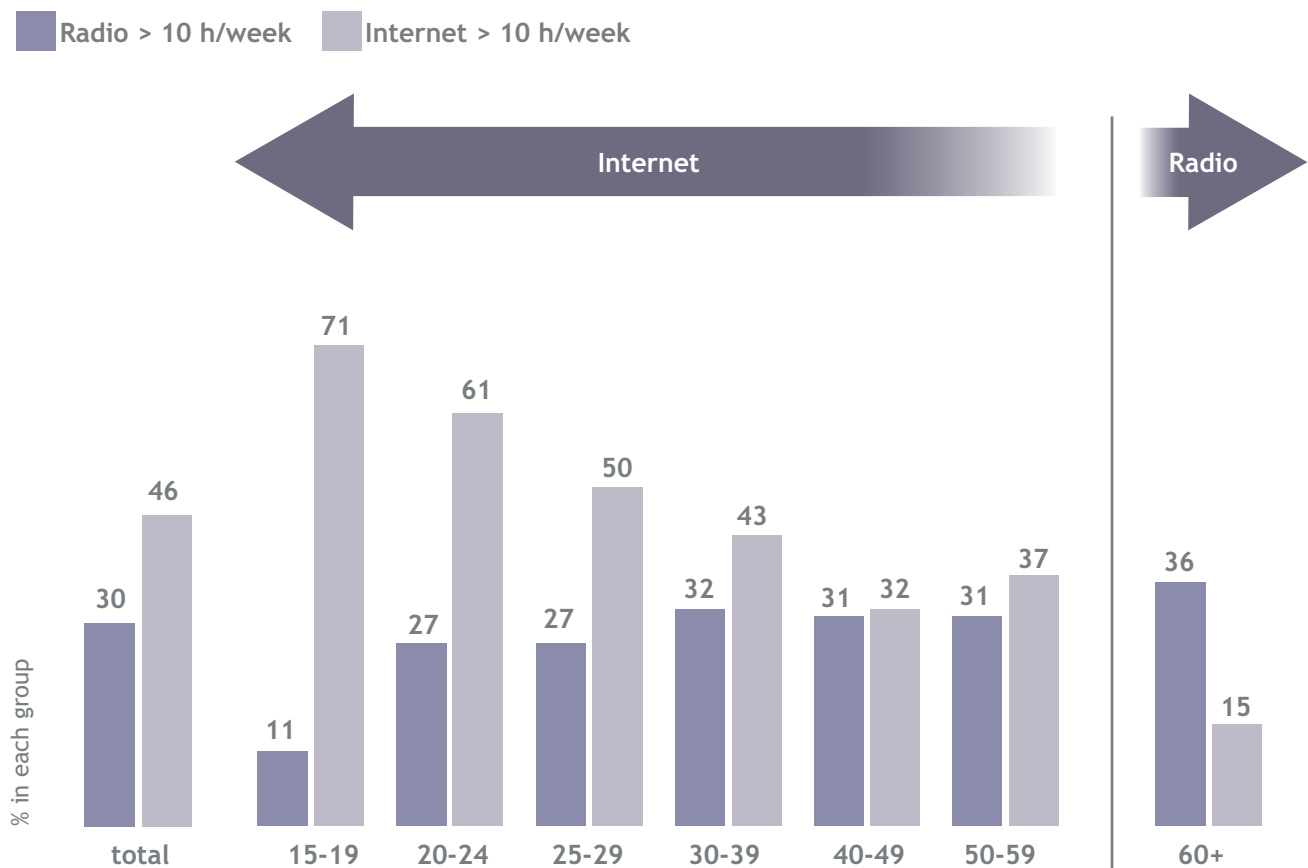
TV > 10 h/week Internet > 10 h/week



For a comment on this topic please refer to dr Jan M. Zajac's conclusion notice "The Time Spent in Front of the Screen and on the Couch"

Spending more than 10 hours a week: the Internet or the radio

Media consumption habits change: people above 60 years of age spend 10 hours or more on listening to the radio rather than using the Internet.

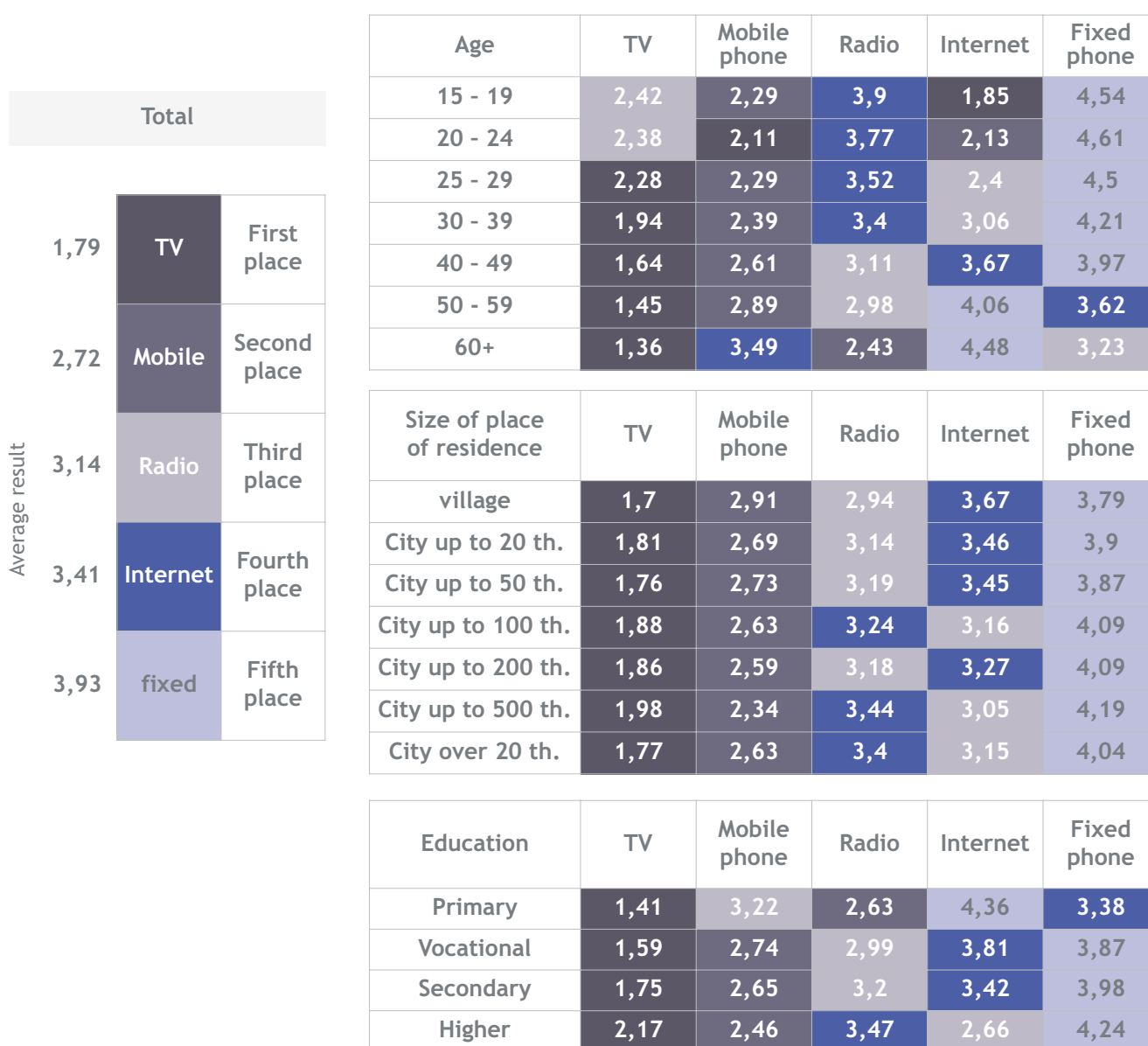


Internet vs. the other media

The most important medium for respondents is the TV (although among the youngest the Internet and mobile phones are the most important).

(Q12a). Please order the following media from the most important (the one it would be most difficult for you to resign from) to the least important (the one it would be easiest for you to resign from).

The chart shows the average result (Base: all respondents)

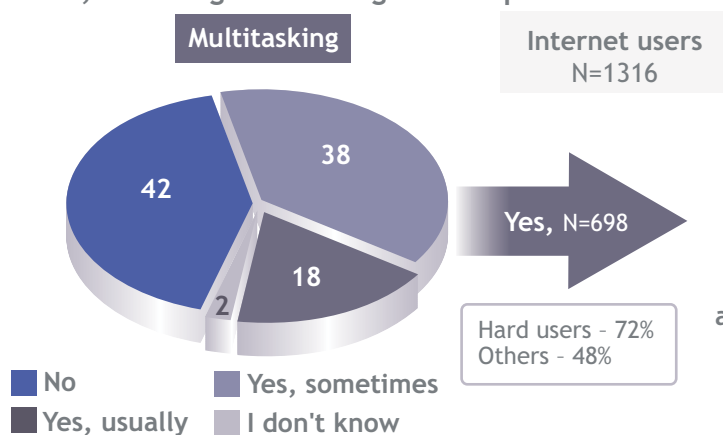


For a comment on this topic please refer to dr Miroslaw Filiciak's conclusion notice "The young migrate from TV sets - but not in order to create"

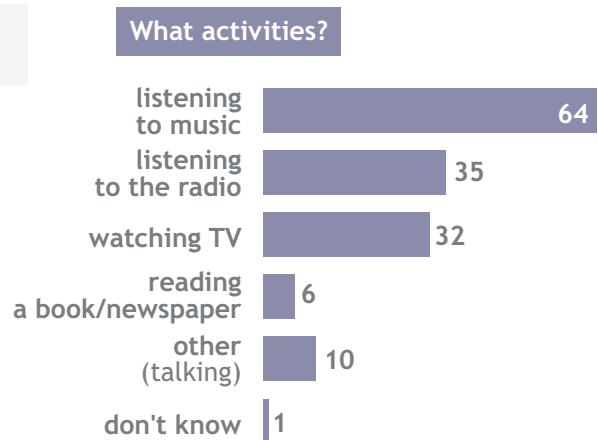
Multitasking while using the Internet

Slightly more than half of the respondents do something else while surfing the net. Usually they listen to music.

(Q18). Do you engage in any other activities while being online, for instance listening to music, watching TV or using the telephone?



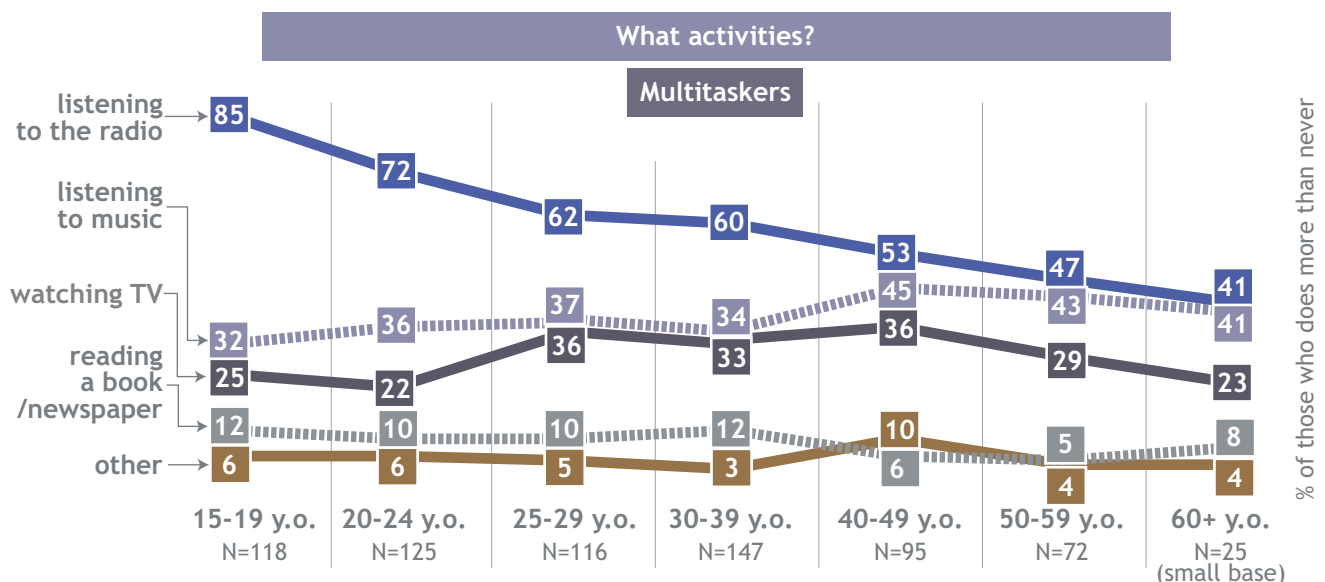
(Q181). What else are you doing while using the Internet?



Multitasking while using the Internet - by age

Listening to music is especially popular with the younger respondents.

(Q181). What else are you doing while using the Internet?



For a comment on this topic please refer to dr Jan M. Zajac's conclusion notice "Many activities at the same time"

USE



The Internet is a tool that can be used in different ways. One person may use it to read celebrity gossip; another, to read scientific treatises. It can serve as a source of new contacts with people or a way to escape from social relationships. Some people seek entertainment in the Internet, while others use it mainly for work. It can also facilitate many everyday activities, such as shopping, paying bills etc. Finally, some people not only take advantage of the Internet content, but also post their own content in the net.

This section focuses on the popularity of different kinds of activities available in the Internet and explores the Internet's place among other sources of news, communication and entertainment.

Information

- Internet as a source of information
- Types of information sought after in the Internet

Communication and social networking

- The Internet as means of communication
- Communication on-line
- Social network websites
- Reconfiguring social networks

Entertainment

- The Internet as a source of entertainment
- Types of entertainment looked for in the Internet

Education

Services

- Types of services used in the Internet
- Paying taxes

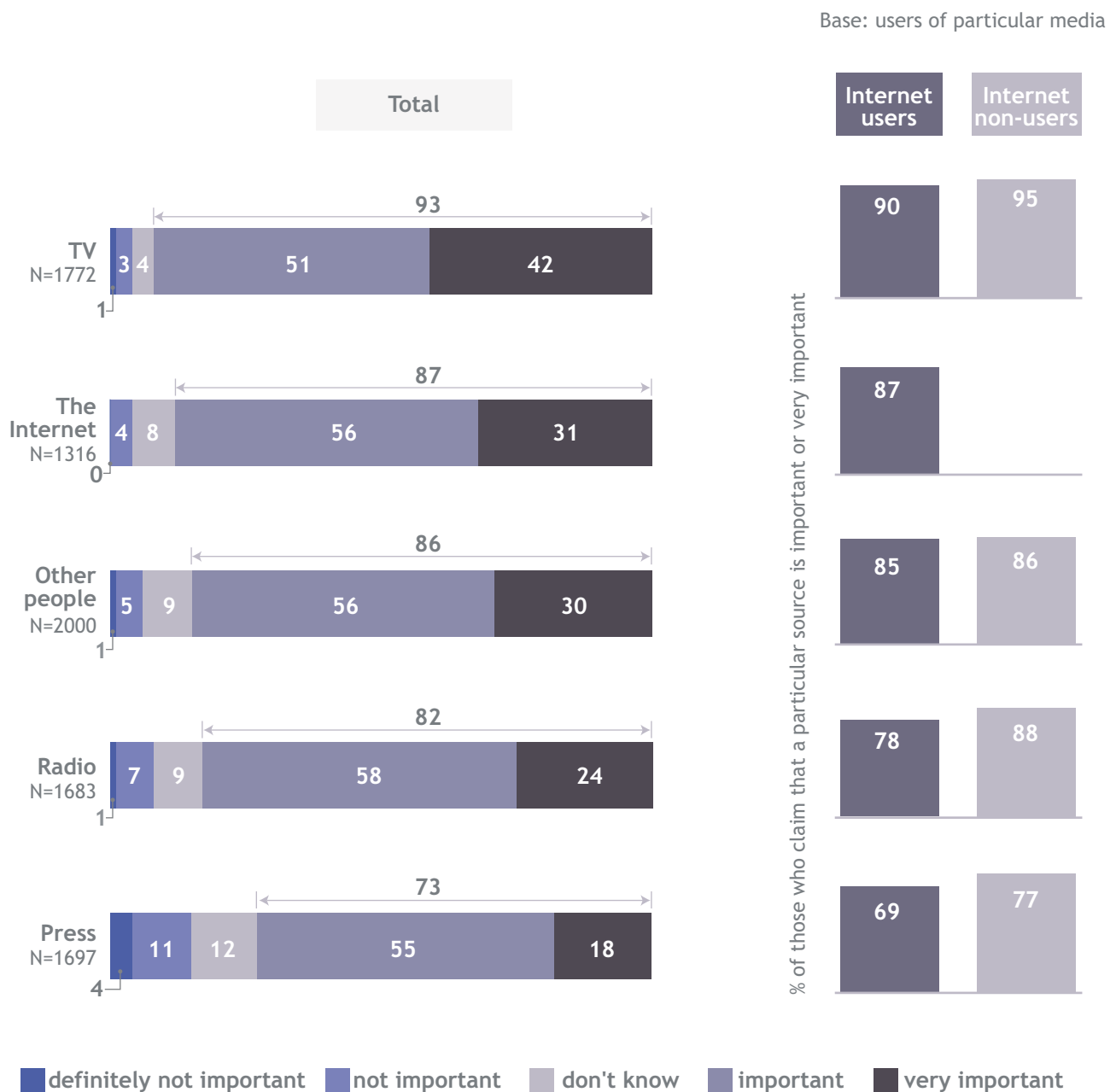
Creation

- Creation in the Internet
- Art posted in the Internet
- Copyrights

Sources of news/information - users of particular media

Among the users of particular media, the most important sources of news/information are the TV and the Internet. The TV is slightly more important even for Internet users.

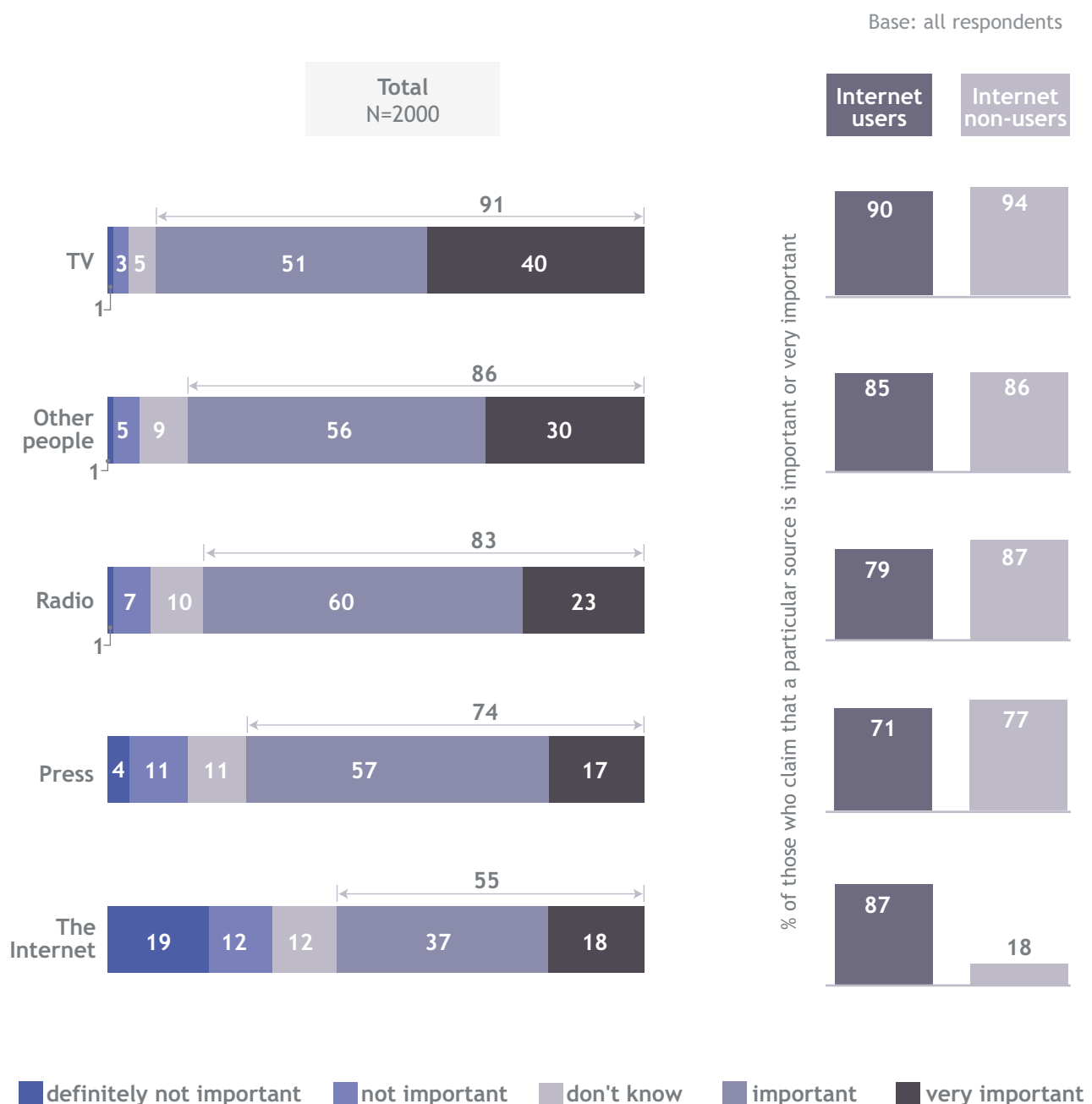
(Q13). Concerning information in general, how important, according to you, is each of the following sources? Please answer according to the following scale: 1=Not important at all, 2=Not important, 3=Neutral/Undecided, 4=Important, 5=Very Important:



Source of news/information - all respondents

The most important sources of news/information is TV.

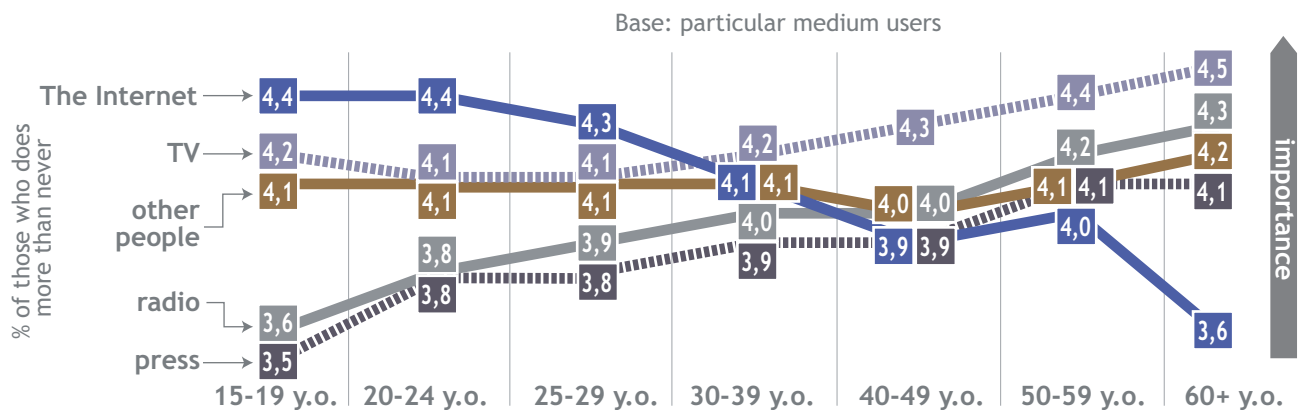
(Q13). Concerning information in general, how important, according to you, is each of the following sources? Please answer according to the following scale: 1=Not important at all, 2=Not important, 3=Neutral/Undecided, 4=Important, 5=Very Important:



Sources of news/information - by age

The importance of the Internet as a source of information is inversely proportional to age, that is the oldest the respondents are, the more attention they pay to the TV, the radio and the press. Other people serving as a source of news are equally important for all age groups.

(Q13). Concerning information in general, how important, according to you, is each of the following sources? Please answer according to the following scale: 1=Not important at all, 2=Not important, 3=Neutral/Undecided, 4=Important, 5=Very Important:

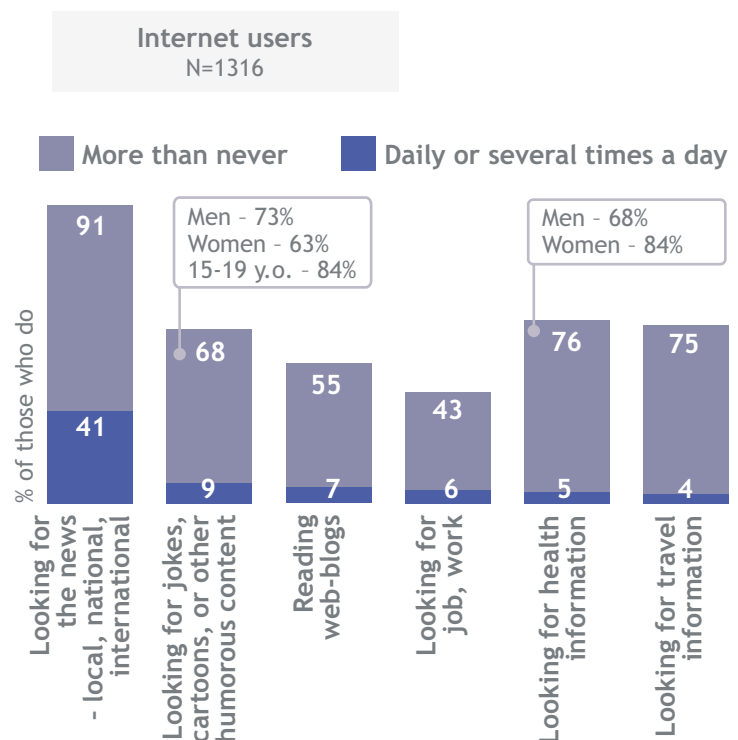


Types of information sought after on the Internet

The Internet users browse the net most often to find the news (local, national and international). Nearly a half of them does so at least once a day.

Health and travel information are sought after at least from time to time by 3/4 of the net surfers and humorous content - by 2/3 of them. More than half reads blogs and less than half - looks for a job.

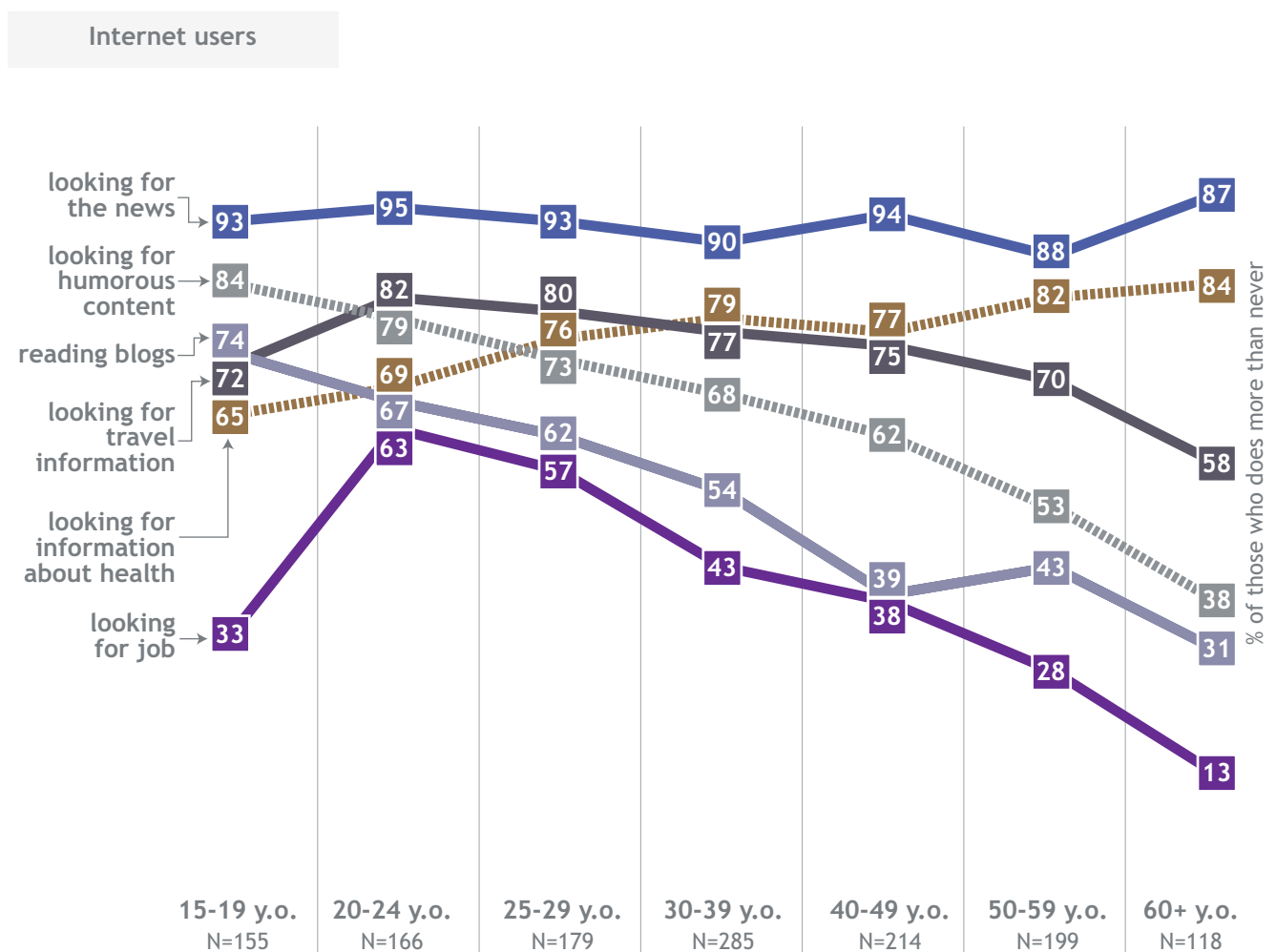
(Q21). some people often look up information on the Internet - things like the news, results of sports events and TV schedules - as they go about their daily lives; others don't. How frequently do you use the Internet for the following purposes?



Types of information sought after on in the Internet - by age

The most popular type of information sought after on the Internet in all age groups is the news. Popularity of activities such as reading blogs or looking for humorous content decreases with age, unlike looking for information about health - which is most popular among people over 50 years of age.

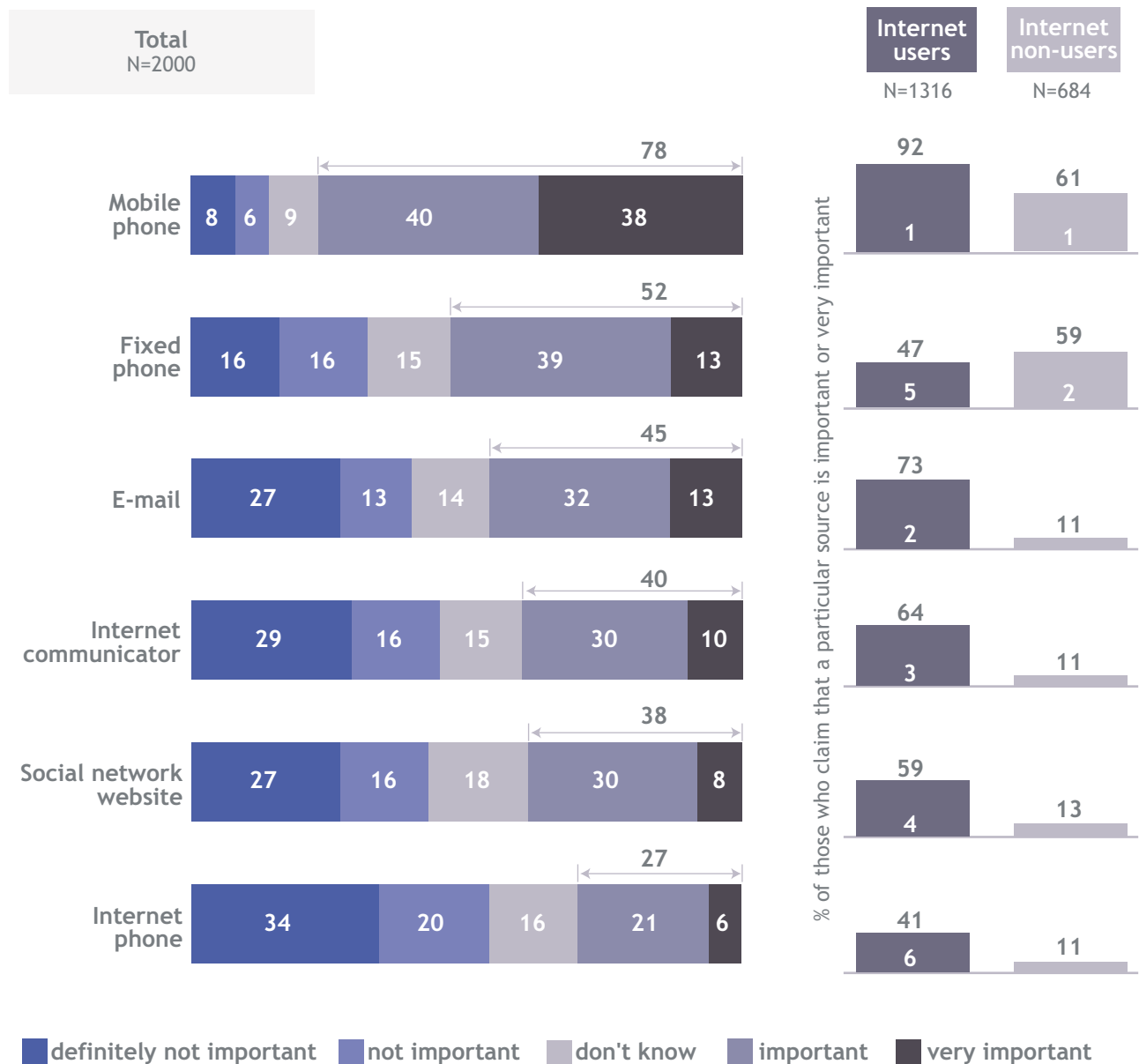
(Q21). How often do you use the Internet for the following purposes?



Means of communication

The primary means of communication for the Internet users are first, a mobile phone, and second, e-mail. Fixed phones hold the penultimate position.

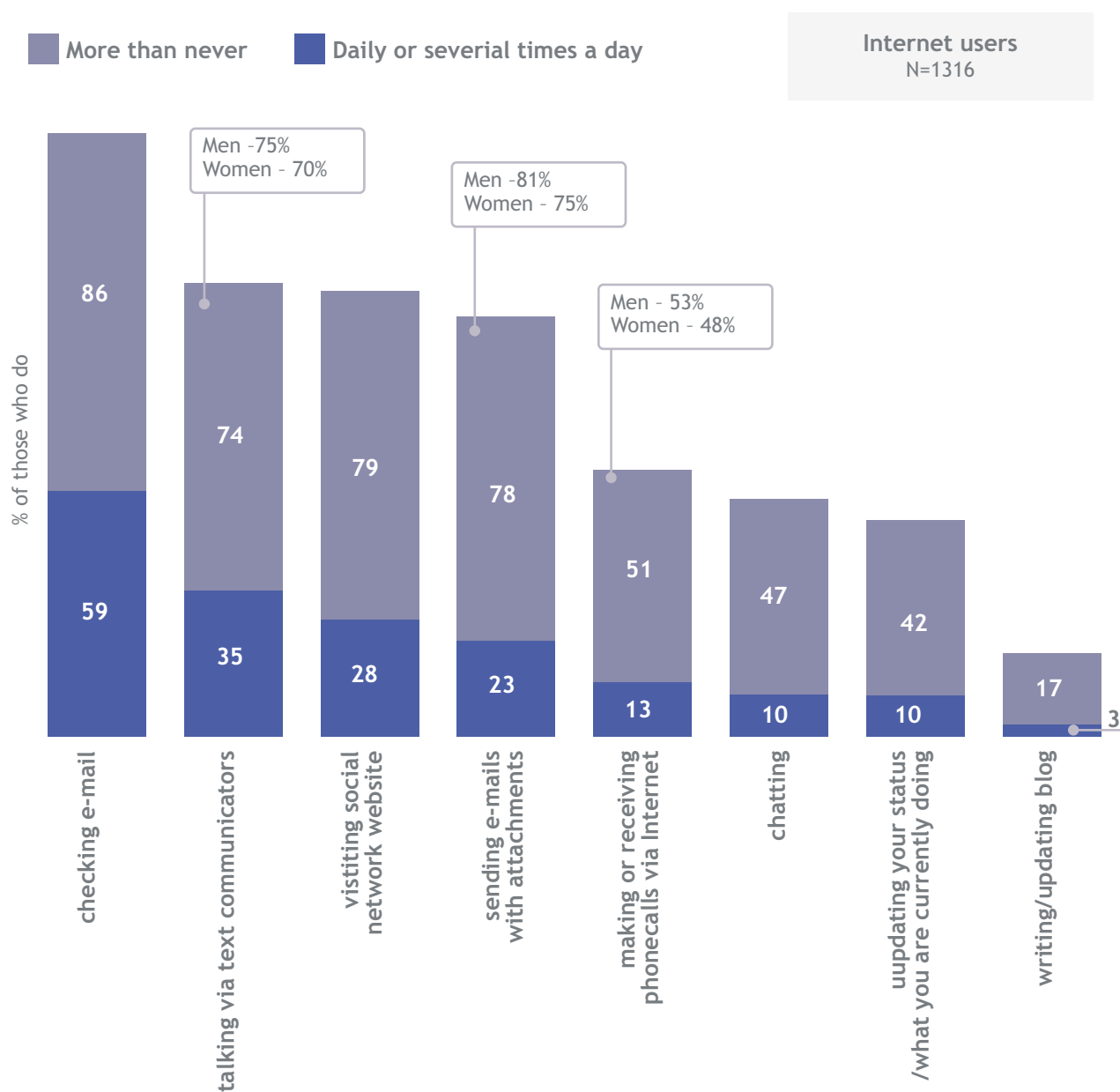
(Q14a). How important to you is each of the following means of communication with other people? Please answer according to the following scale: 1=Not important at all, 2=Not important, 3=Neutral/Undecided, 4=Important, 5=Very Important:



On-line communication

The majority of Internet users use e-mail. More than half of them does so at least once a day. Three quarters of the net surfers visit social network websites, send e-mails with attachments or talk via text communicators. Half of the Internet users make or receive phone calls via the Internet and talk with others in chat rooms at least once in a while. One out of six writes/updates a blog.

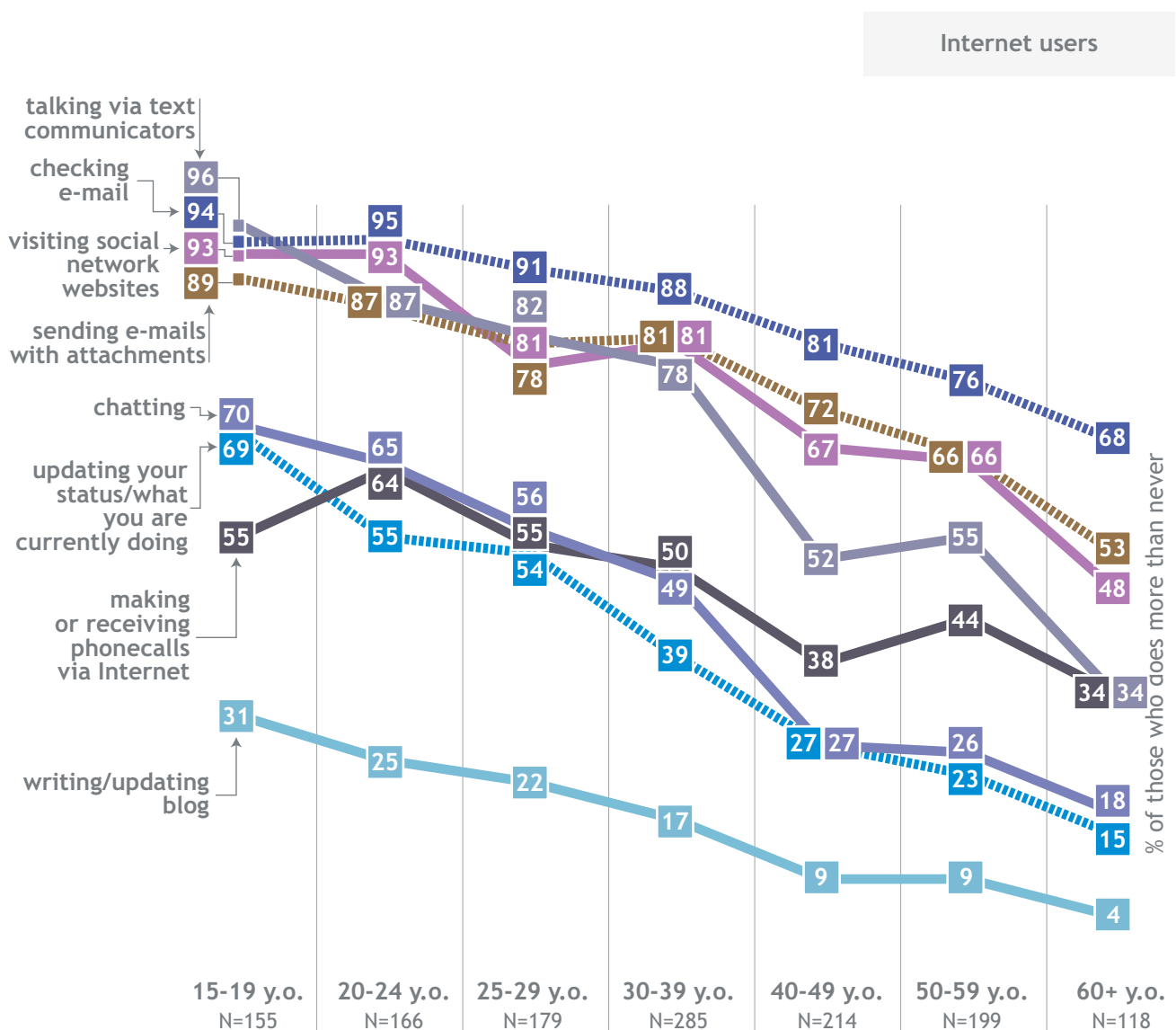
(Q20/22). How often do you use the Internet for the following purposes?



On-line communication - by age

Usage of all of the analysed types of on-line communication decreases with age - the most rapid decline can be observed in the case of chatting via text communicators - in the youngest group nearly all respondents use them, while among the oldest group only one third does so.

(Q20/22). How often do you use the Internet for the following purposes?

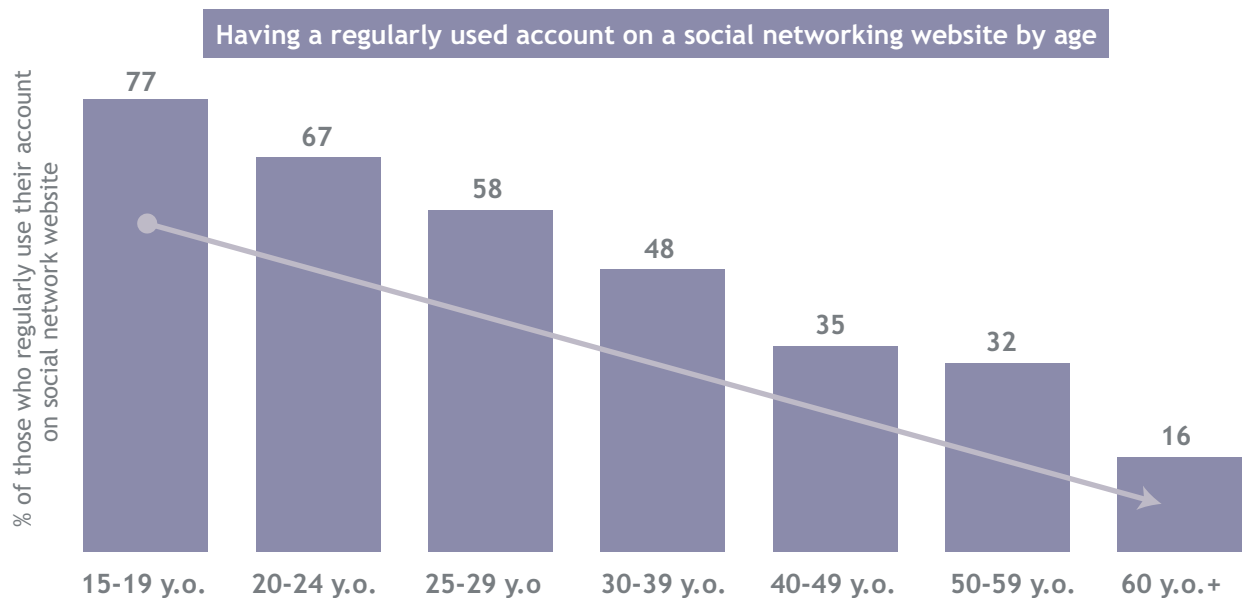
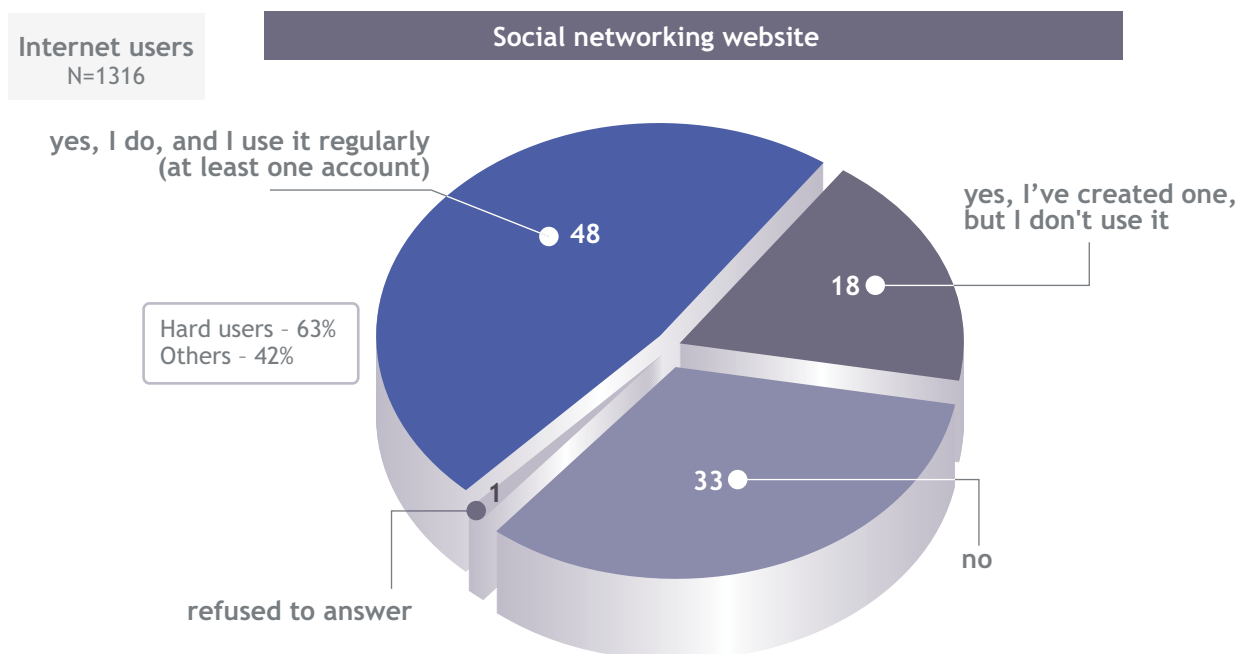


Accounts on social network websites

Nearly half of the Internet users have an account on social networking website. At the same time, almost 20% declare having an inactive account.

Having a regularly accessed account on a social networking website is strongly connected with age - the younger the Internet users are, the more likely they are to use such an account.

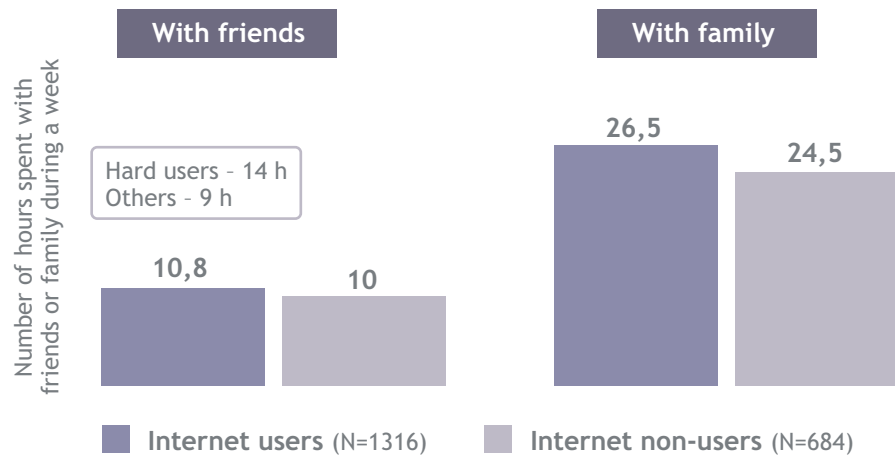
(Q201). Do you have an account on any social networking websites, like, for example nasza-klasa, facebook, grono ect.?



Time spent with family & friends

What might be surprising, the Internet users declare spending slightly more time with their friends and families than the non-users.

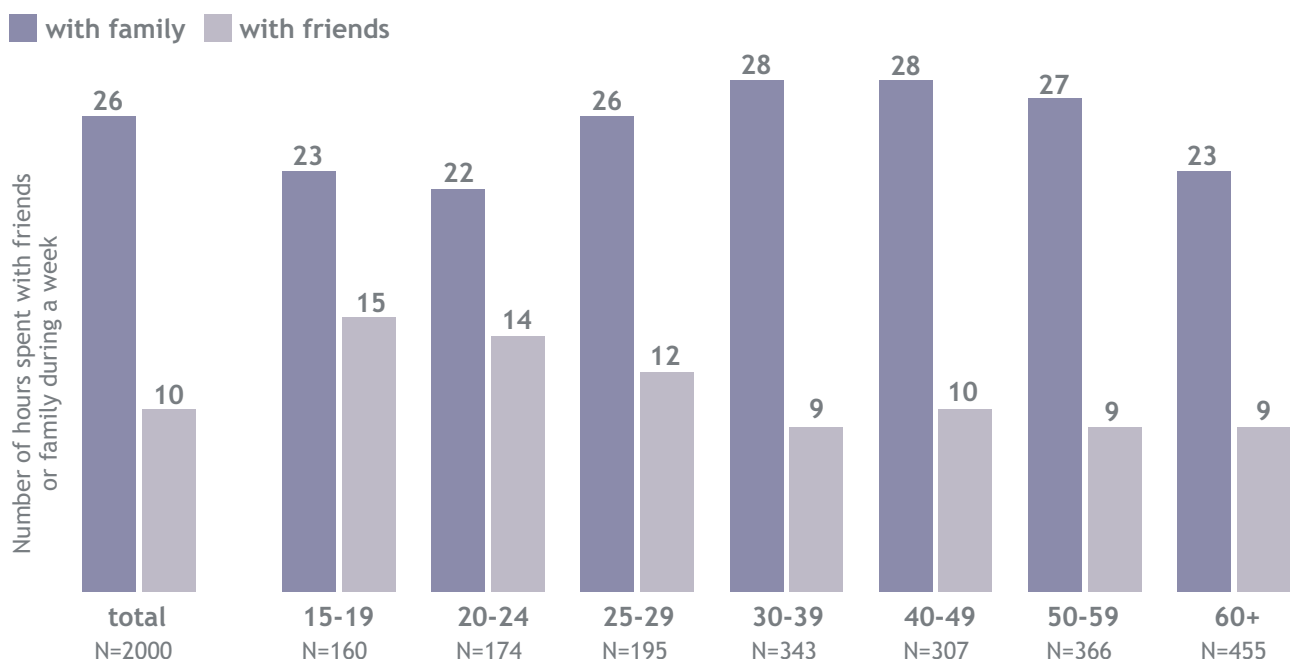
(Q16/17). During a typical week, how many hours do you spend socializing face-to-face with your family/friends?



Time spent with family & friends - by age

All age groups spend more time with their families than with their friends, but the disproportion is the biggest among the middle-aged people (30-59 years of age)

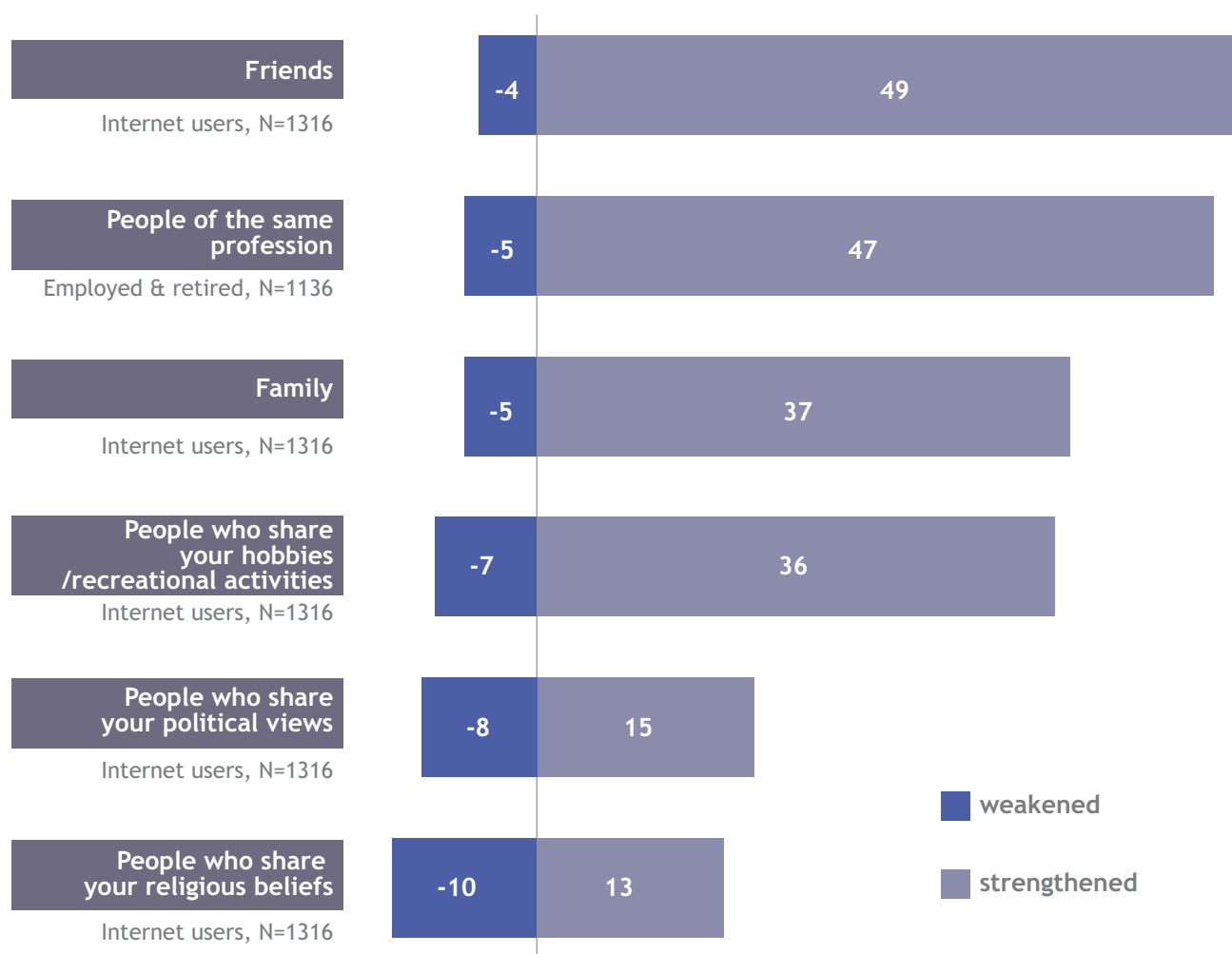
(Q16/17). During a typical week, how many hours do you spend socializing face-to-face with your family/friends?



The impact the Internet has on contacting other people

Because of the Internet the number of contacts with friends, people of the same profession, family and people the respondents share hobbies or recreational activities with has increased.

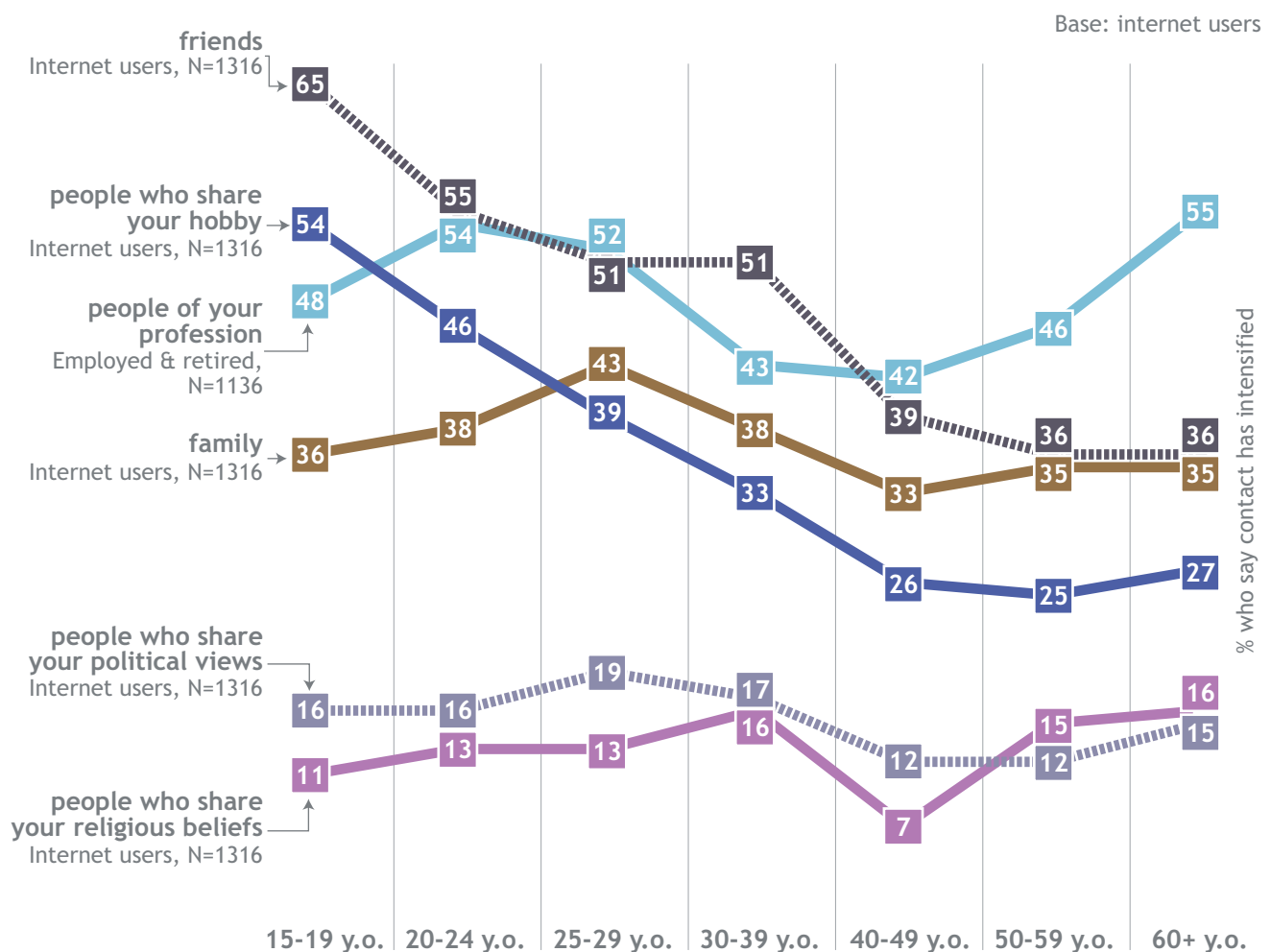
(Q8). Does your use of the Internet strengthen or weaken your contact with the following groups online and offline? Use a scale of 1 to 5 where “1” means greatly decreased, “5” means greatly increased, and, of course, “3” means your contact with these groups has remained the same:



The impact the Internet has on contacting other people - by age

The number of contacts with friends and people sharing the same hobby has increased because of the Internet, especially among the youngest group of respondents. What is interesting, among the oldest group of respondents the number of contacts with people of the same profession increased relatively high because of the Internet - these are, in majority, respondents on retirement, for whom the Internet might be the only chance to maintain such a contact.

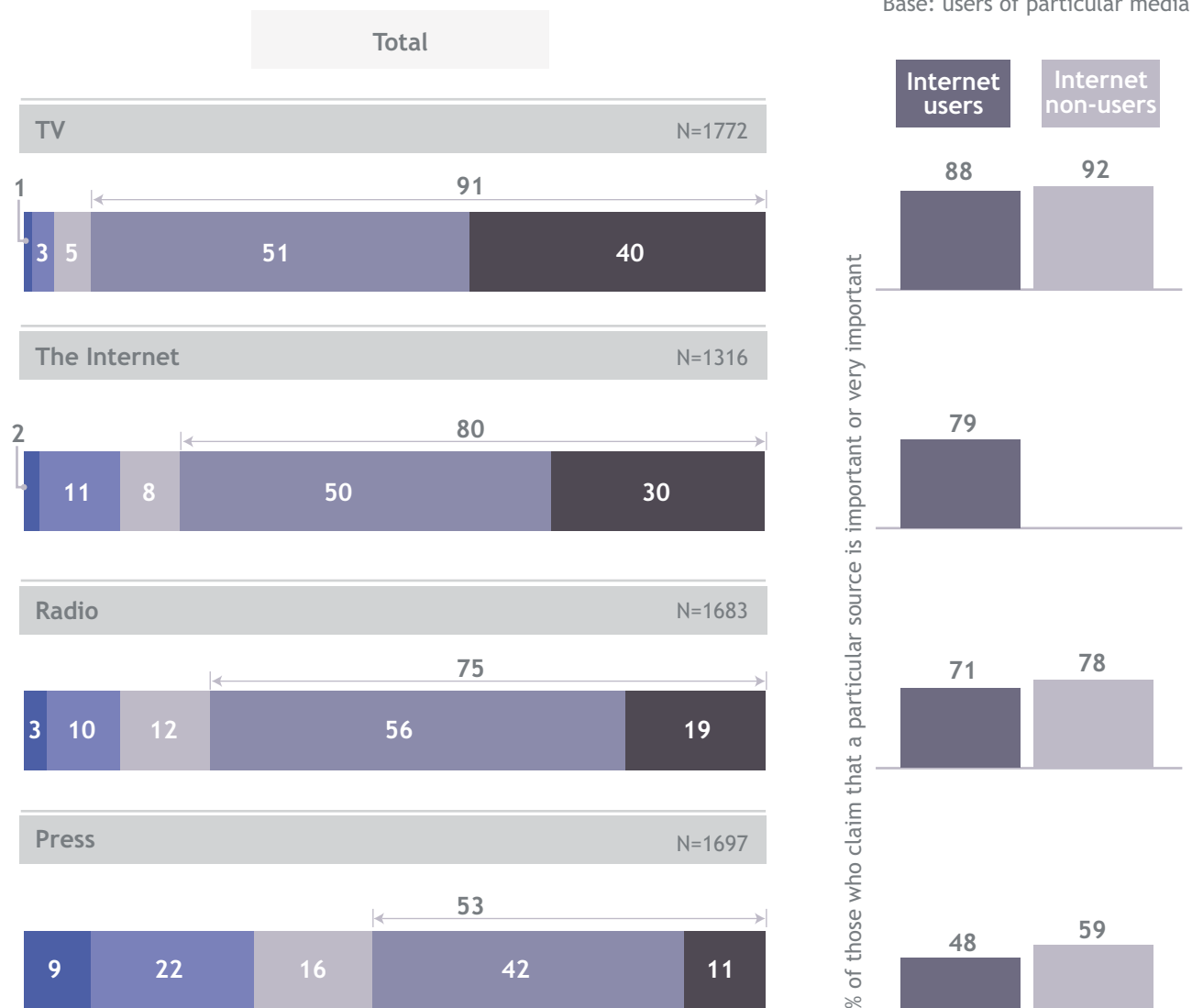
(Q14). As sources of entertainment, how important to you are the following? Please answer according to this scale: 1=Not important at all, 2=Not important, 3=Neutral/Undecided, 4=Important, 5=Very Important



Sources of entertainment - users of particular media

TV is the more important source of entertainment than the Internet. Sources of entertainment such as the radio and press are more important to the Internet non-users rather than users.

(Q14). As sources of entertainment, how important to you are the following? Please answer according to this scale: 1=Not important at all, 2=Not important, 3=Neutral/Undecided, 4=Important, 5=Very Important

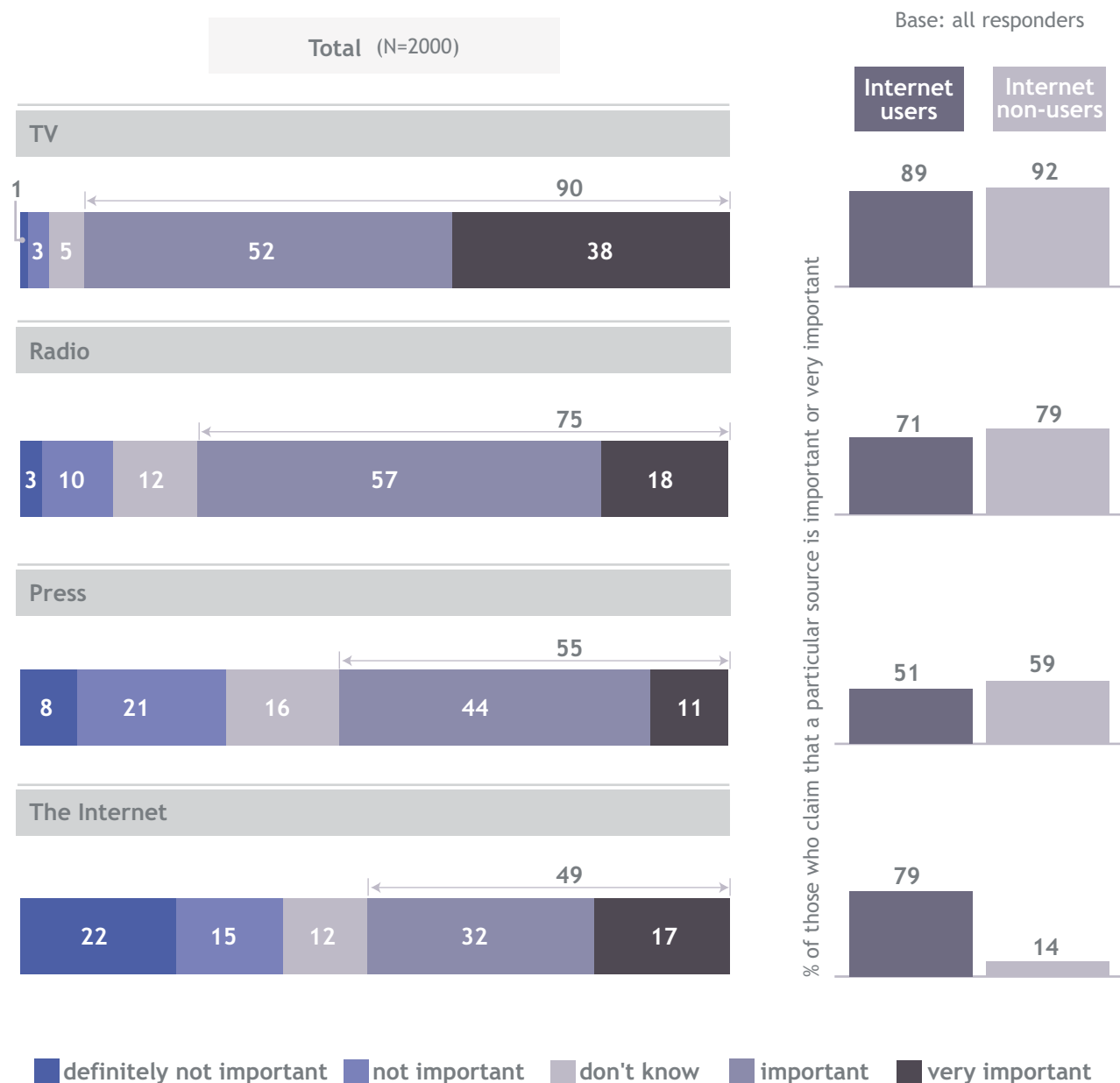


definitely not important not important don't know important very important

Sources of entertainment - all respondents

TV is the more important source of entertainment than the Internet. Sources of entertainment such as the radio and press are more important to the Internet non-users rather than users.

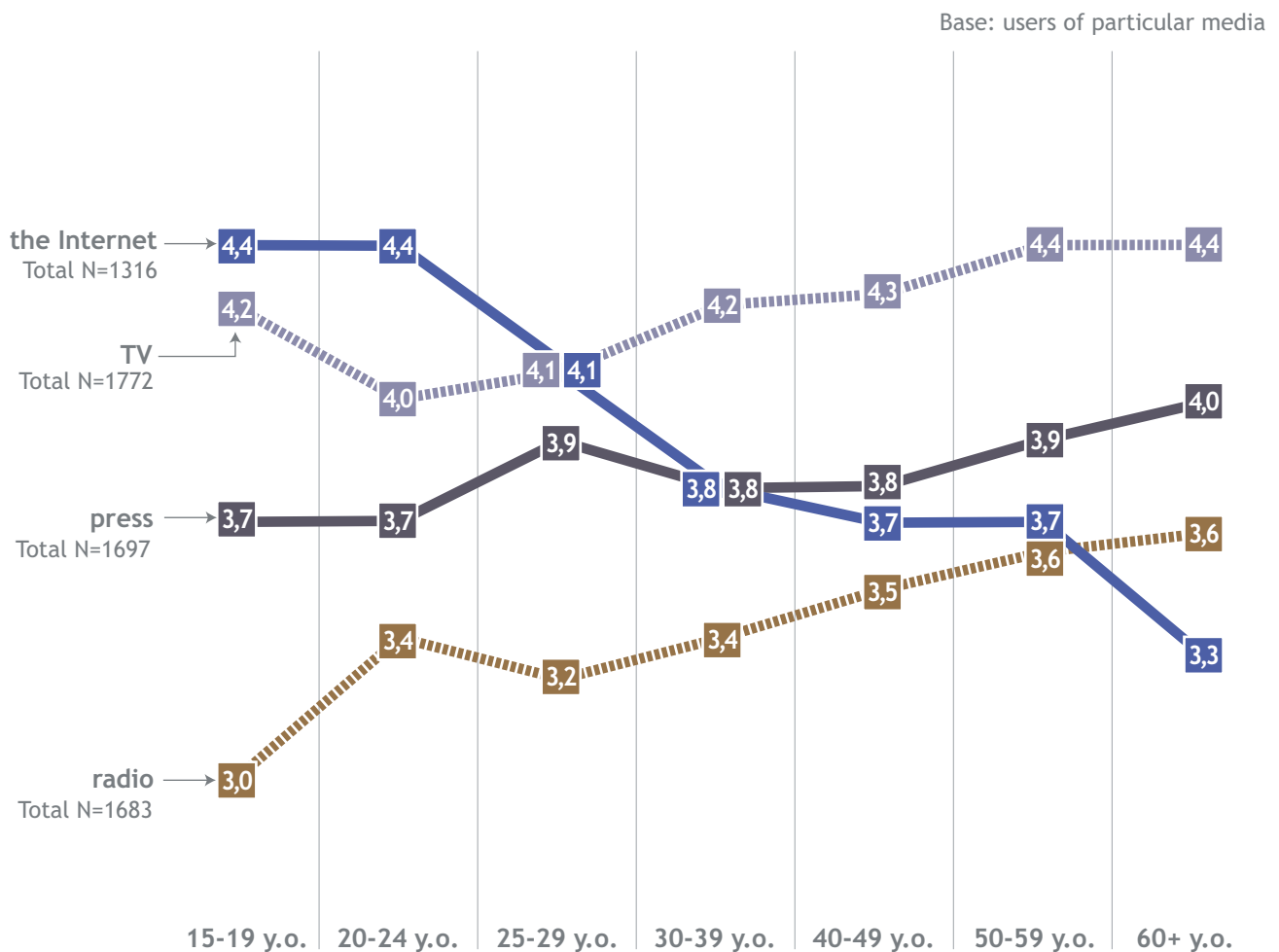
(Q14). As sources of entertainment, how important to you are the following? Please answer according to this scale: 1=Not important at all, 2=Not important, 3=Neutral/Undecided, 4=Important, 5=Very Important



Sources of entertainment - by age

When it comes to the importance of the Internet as a source of entertainment, it is inversely proportional to age. This is not the case with the other media: TV, the press and the radio.

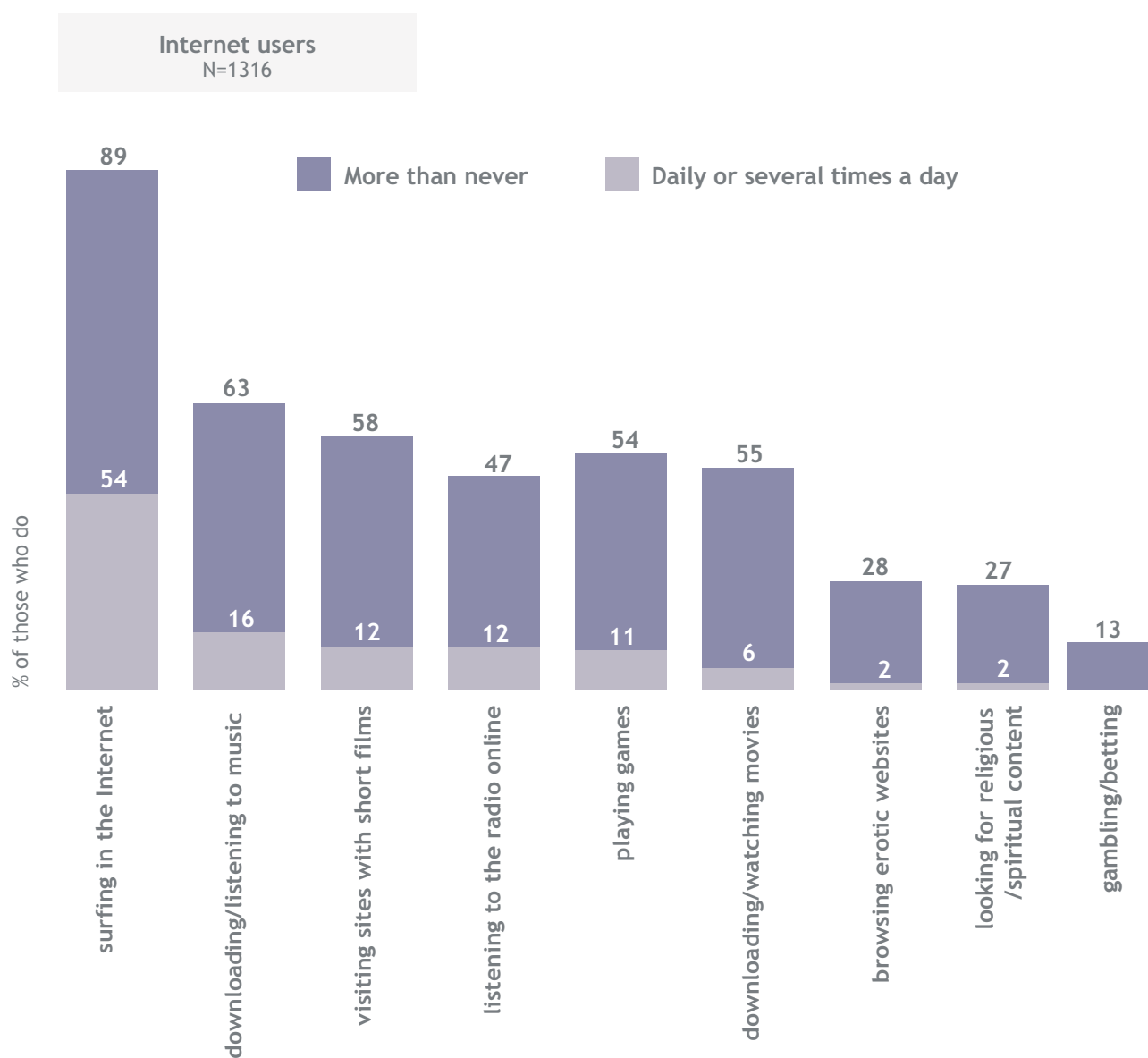
(Q14). As sources of entertainment, how important to you are the following? Please answer according to this scale: 1=Not important at all, 2=Not important, 3=Neutral/Undecided, 4=Important, 5=Very Important



Types of entertainment searched for in the Internet

The most popular type of entertainment in the Internet is simply surfing the net - every second Internet users does it at least once a day. Nearly 2/3 of the Internet users access the Internet to download or listen to music. Slightly fewer visit websites with short films, download/watch movies or play games. Slightly fewer than half of the net surfers listen to the radio.

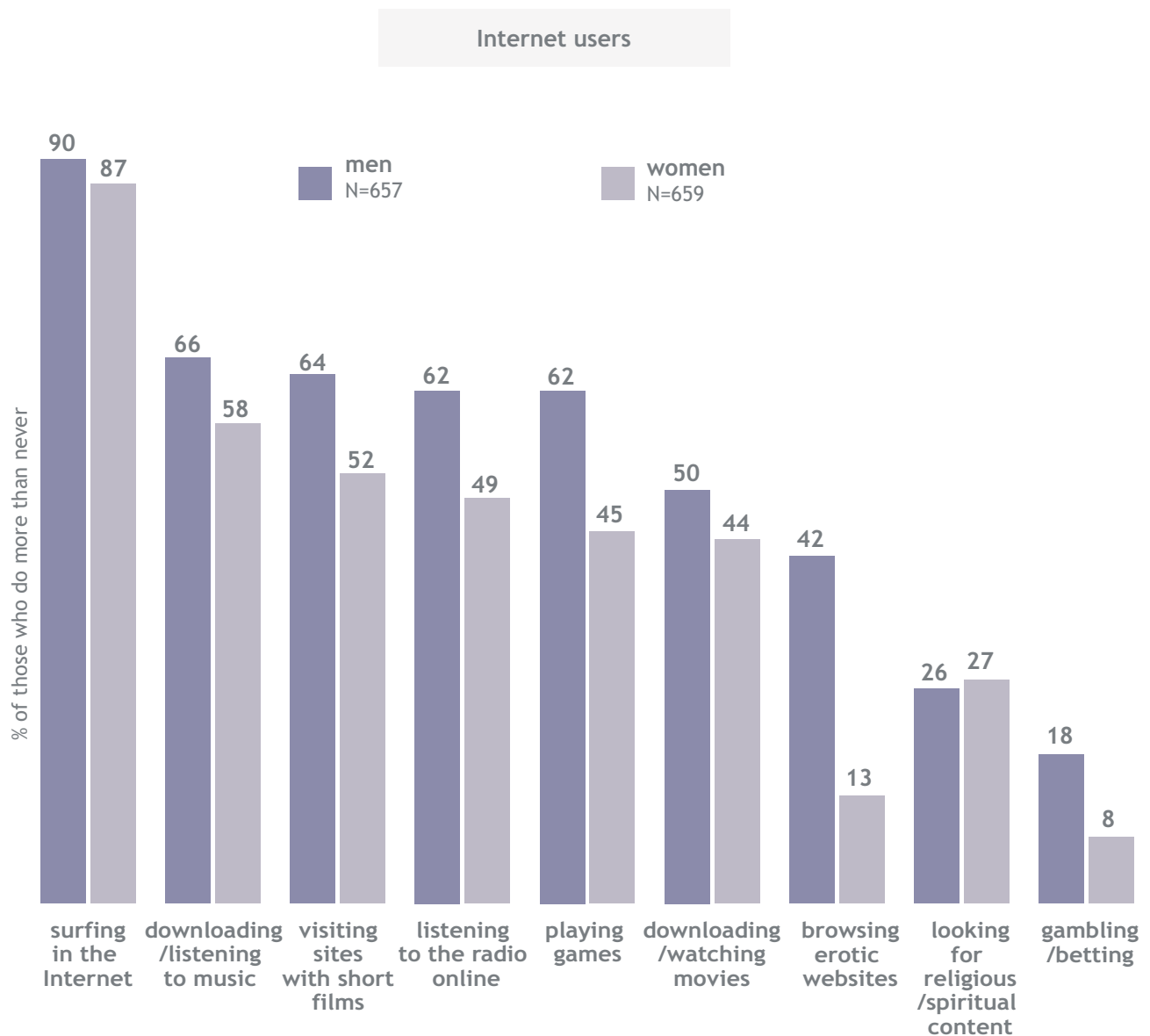
(Q22). How often do you use Internet for the following purposes?



Types of entertainment searched for in the Internet - by gender

Men take advantage of various types of entertainment available on the Internet more often than women. The biggest difference between genders can be observed in the case of browsing erotic websites and playing games.

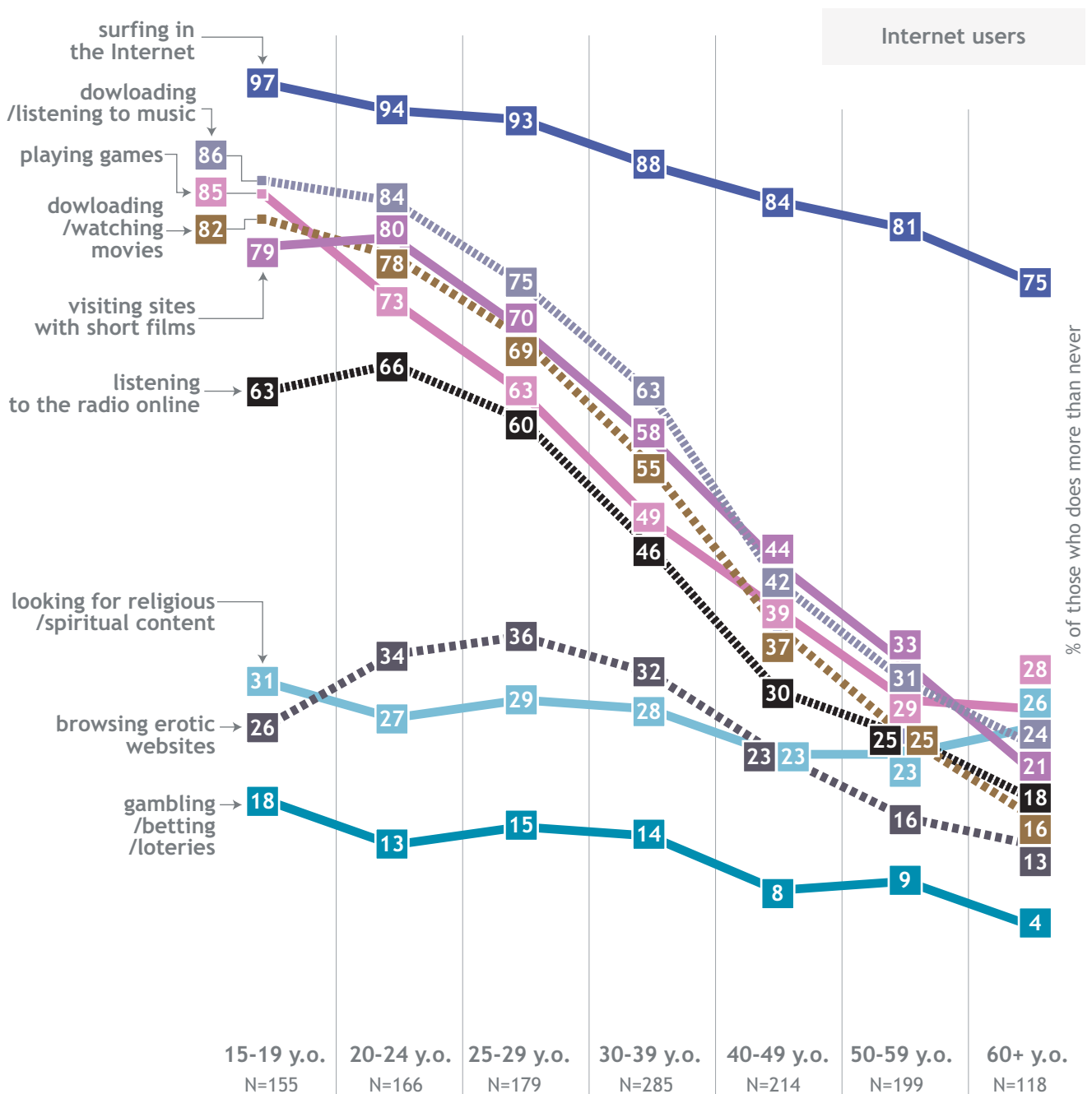
(Q22). How often do you use the Internet for the following purposes?



Types of entertainment searched for in the Internet - by age

The most popular type of entertainment looked for in the Internet in all age groups is simply surfing the net. Although likelihood of doing that decreases with age, the decline is not as rapid as in the case of other activities popular among the youngest groups.

(Q22). How often do you use the Internet for the following purposes?

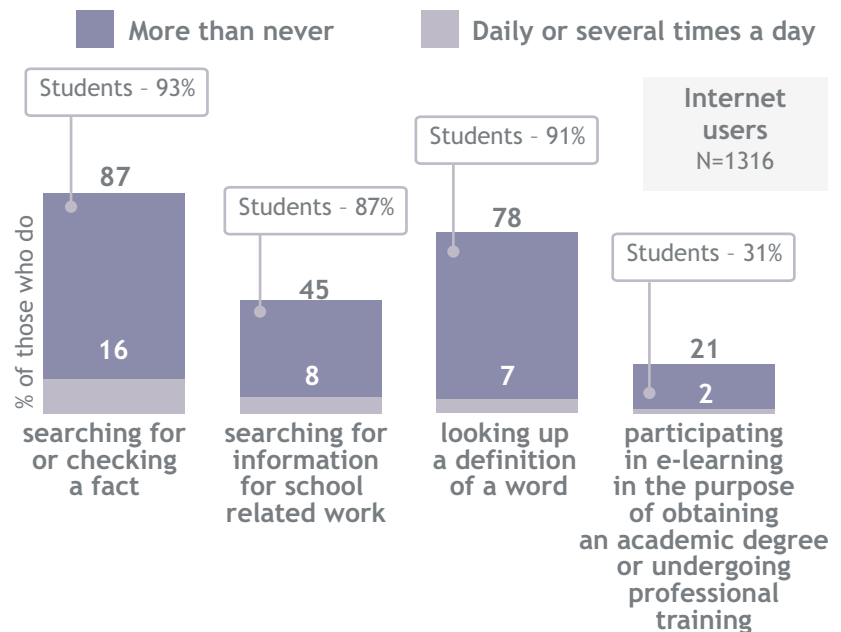


Education via the Internet

The Internet is widely used for educational purposes. The majority of Internet users have used it for finding or checking a fact or looking up a definition of a word. Moreover, nearly all students have used it to get information for school related work.

One in five of the Internet users participated in e-learning in the purpose of obtaining an academic degree or undergoing professional training (on out of three students).

(Q23). How often do you use the Internet for the following purposes?



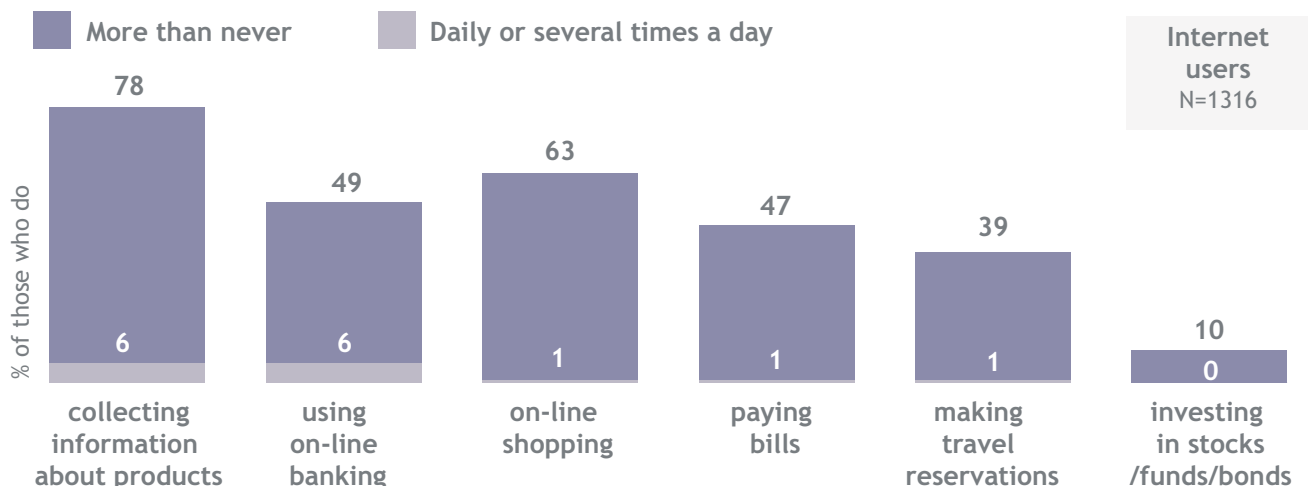
For a comment on this topic please refer to dr Jan M. Zajac's conclusion notice "The Internet and Education"

Types of services used via the Internet

The majority of Internet users collect information about products on the Internet and 2/3 of them buy products on-line. Nearly a half use on-line banking and pay bills via the Internet.

More than one in three users makes travel reservations and one in ten invests on-line.

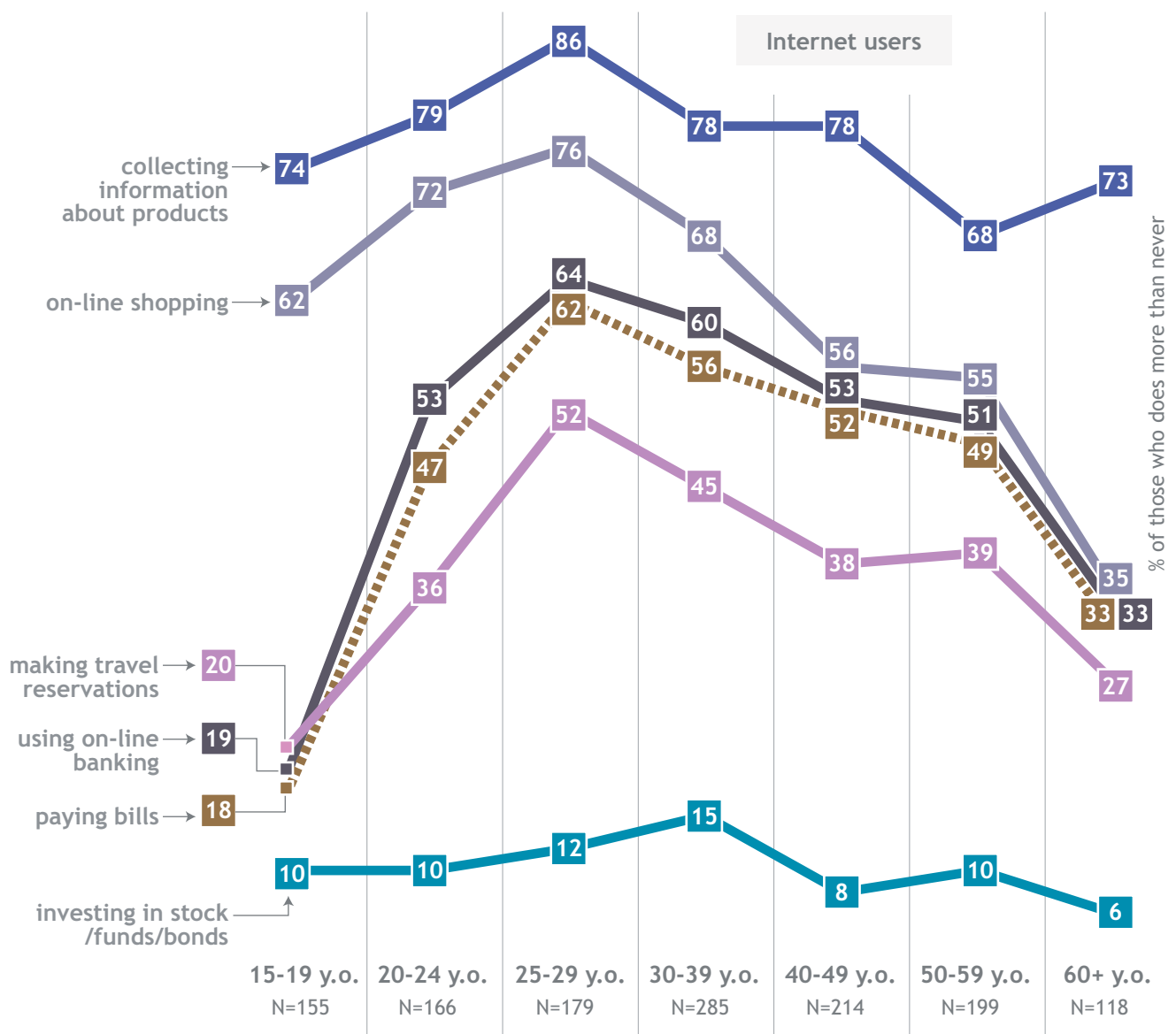
(Q23). How often do you use the Internet for the following purposes?



Types of services used via the Internet - by age

In all age groups, collecting information about products on the Internet is a common practice. It's worth noting that it is particularly popular among the oldest respondents. Using on-line banking, paying bills and making travel reservations is most popular among people aged between 25-39 years of age, the majority of whom are employed and have to deal with banking.

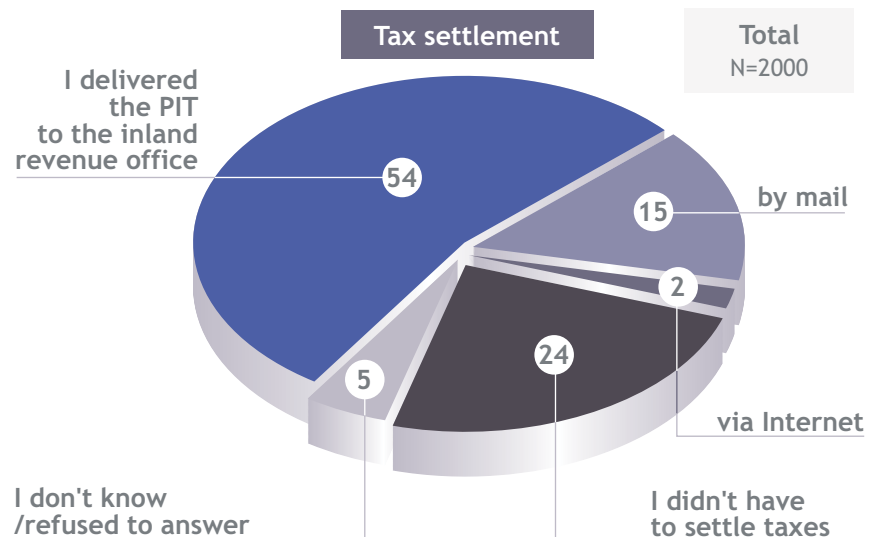
(Q20/22). How often do you use the Internet for the following purposes?



Paying taxes

The majority of respondents pay taxes by personally delivering PIT to the inland revenue office. Nearly no one takes the advantage of the possibility of paying taxes on-line.

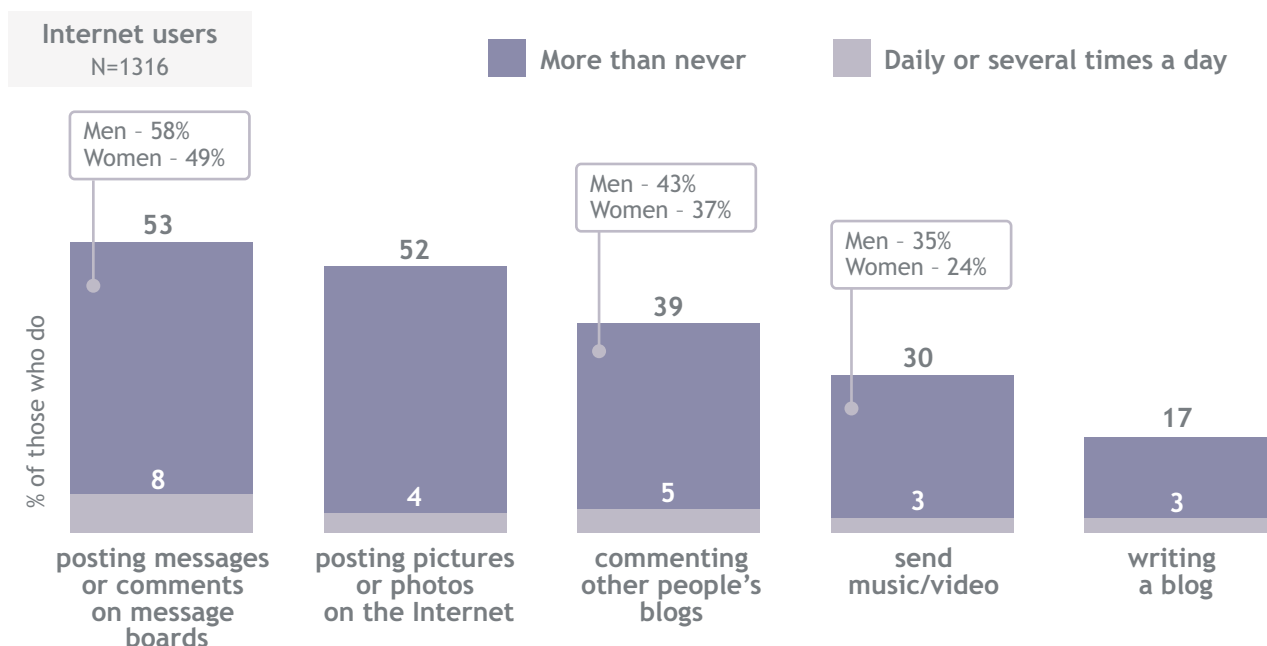
(Q73). How did you pay your taxes in 2009?



Creation

Every second Internet user posts messages or comments on message boards (men more often than women) and posts pictures or photos in the Internet. About one third of them comments on other people's blogs and send music/videos. Only one in six writes a blog.

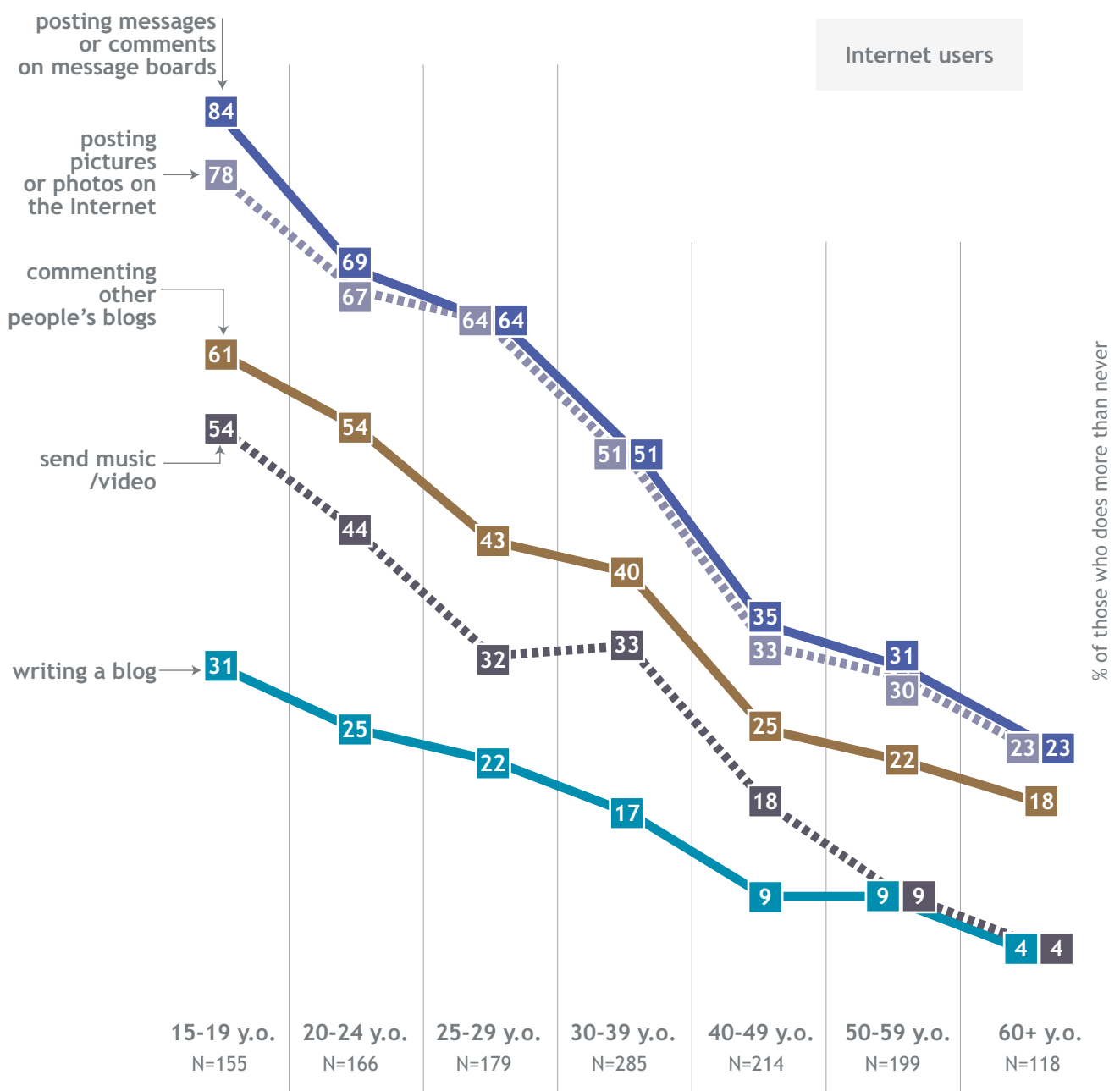
(Q20). How often do you use the Internet for the following purposes?



Creation - by age

Using the Internet for all analysed creative activities decreases rapidly with age. The older the respondents are, the smaller the chance of them posting comments, pictures, sending music/videos or writing a blog.

(Q20). How often do you use the Internet for the following purposes?



For a comment on this topic please refer to dr Jan M. Zajac's conclusion notice "Who is stuck with Web 1.0"?

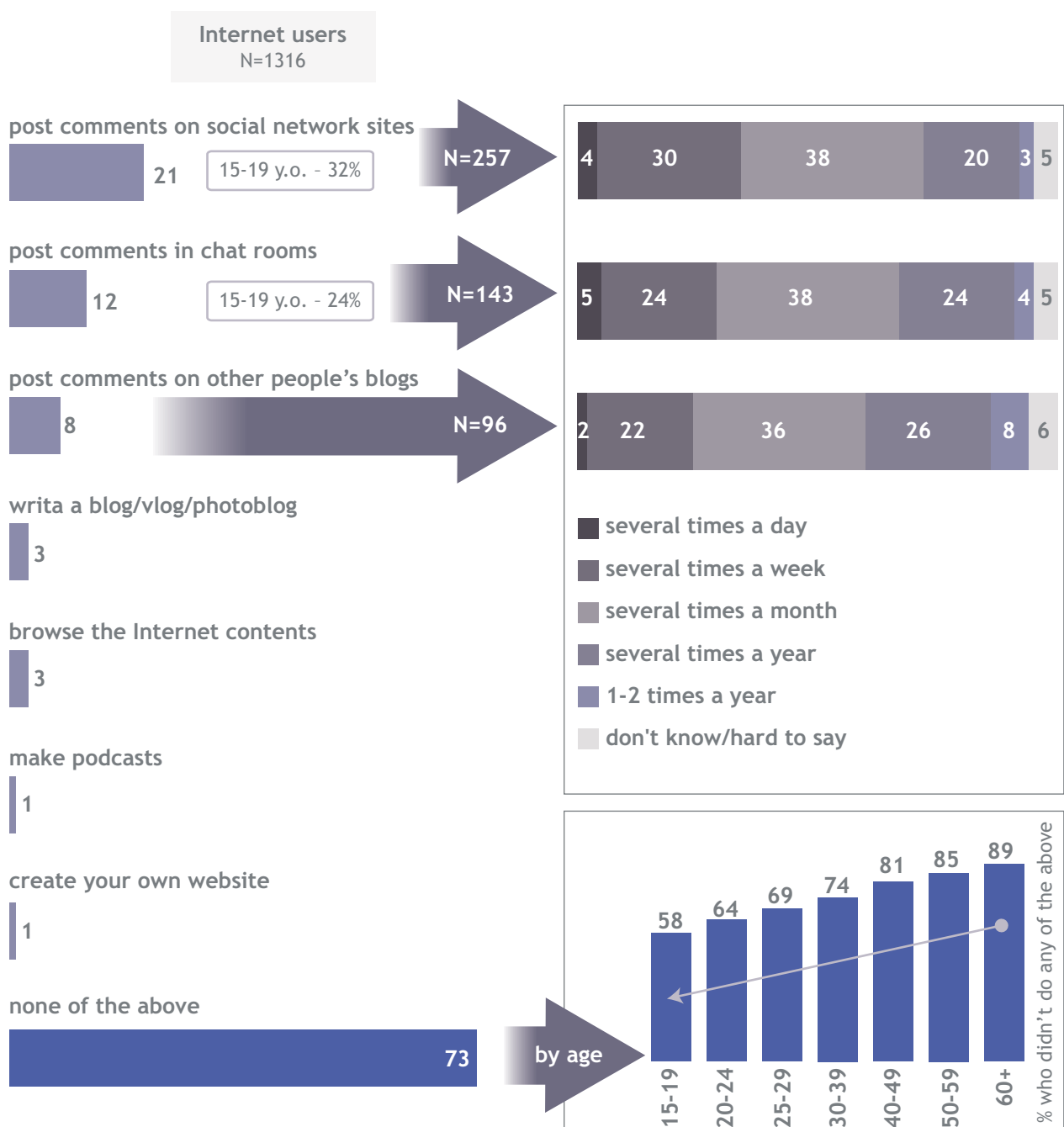
Online creativity in the last 12 months

Most common creative activities on the Internet are posting comments on social network sites, in chat rooms and on other people blogs. Undertaking creative activities is inversely proportional to age - the older the respondents, the less likely they are to perform any of the analysed activities.

One third of those who post comments on social network sites, do so several times a week.

(Q26dd). In the last 12 months, did you

(Q26de). How often did you do that?



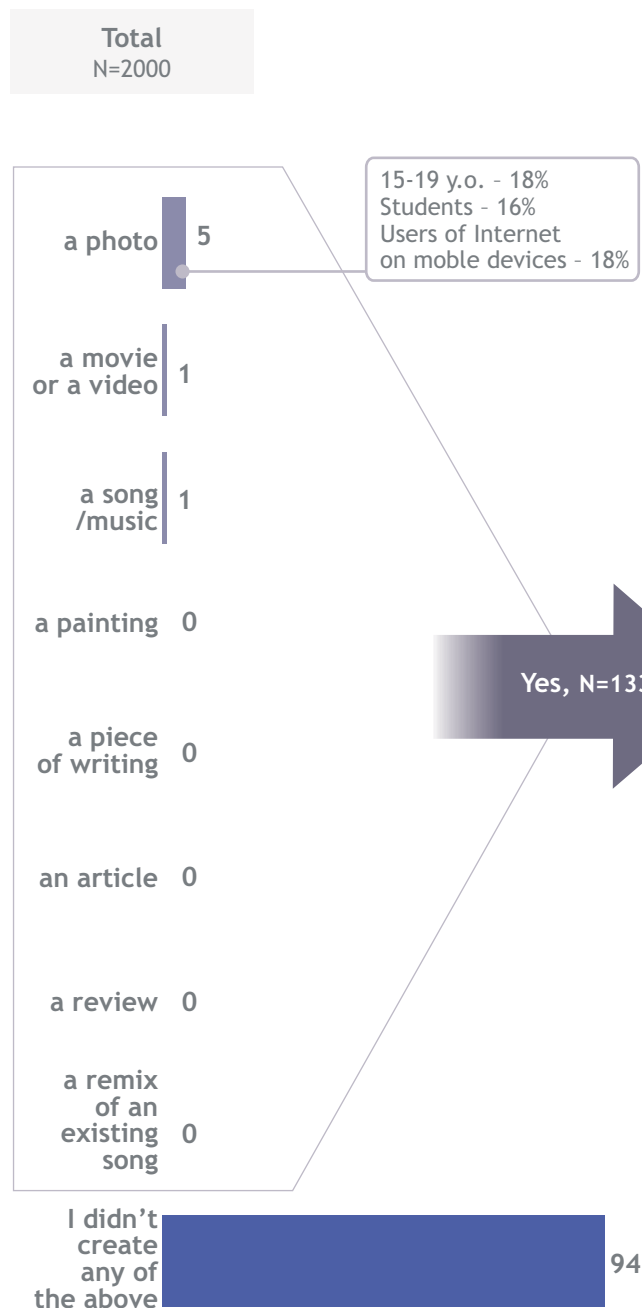
For a comment on this topic please refer to dr Miroslaw Filiciak's conclusion notice "The young migrate from TV sets - but not in order to create"

Art posted on the Internet

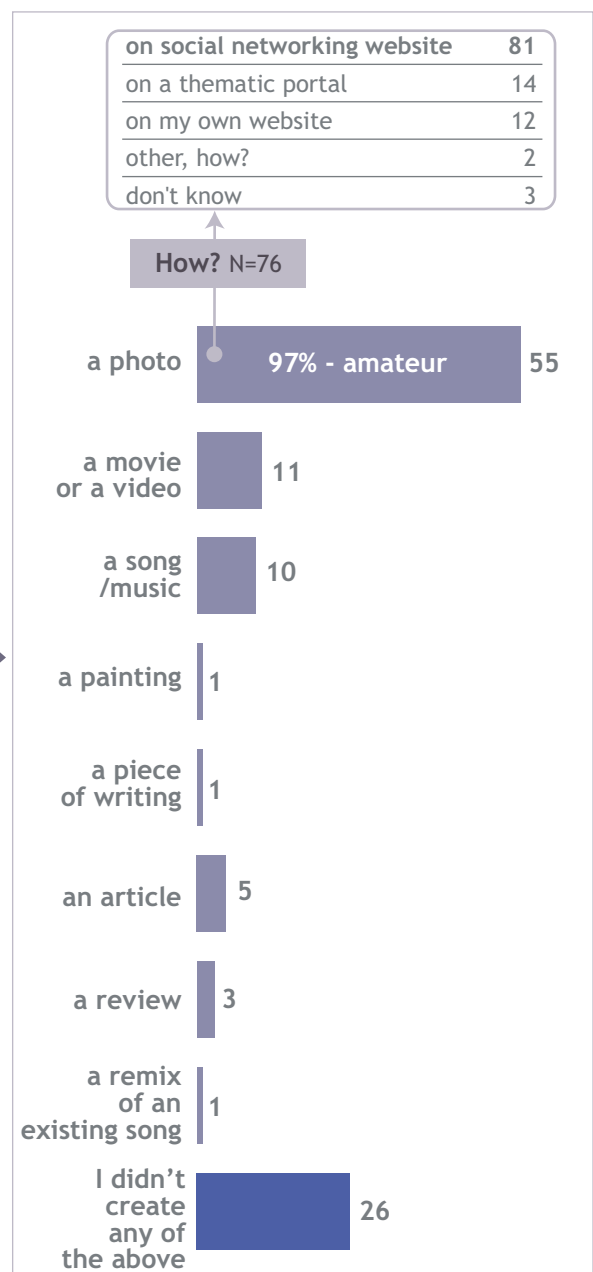
Only 6% of respondents created some form of art (in most cases they belonged to the youngest group) - usually it was a photo.

Only one quarter of those who did create something did not post it on the Internet. Nearly all authors of the posted photos are amateurs, who post their work on social networking websites.

(Q26a). in the course of the last 12 months, did you create



(Q26b). Which of these did you post on the Internet?



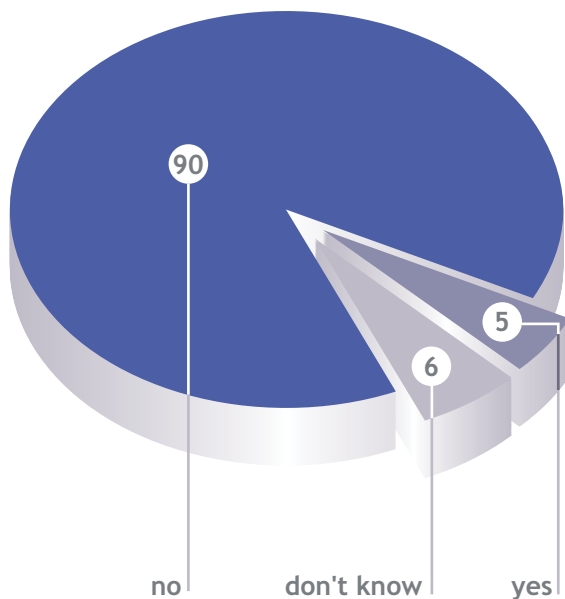
Copyright

Copyright is not a big issue for those who post content on the Internet. The majority of this content is not copyrighted. Still, one in ten of those who post their work online claim that someone used it without asking for permission.

The Internet users do not have a clearly defined attitude towards others using their property posted on the Web. One third does not agree to such use, while one fourth accepts it, but only if their permission was sought out first.

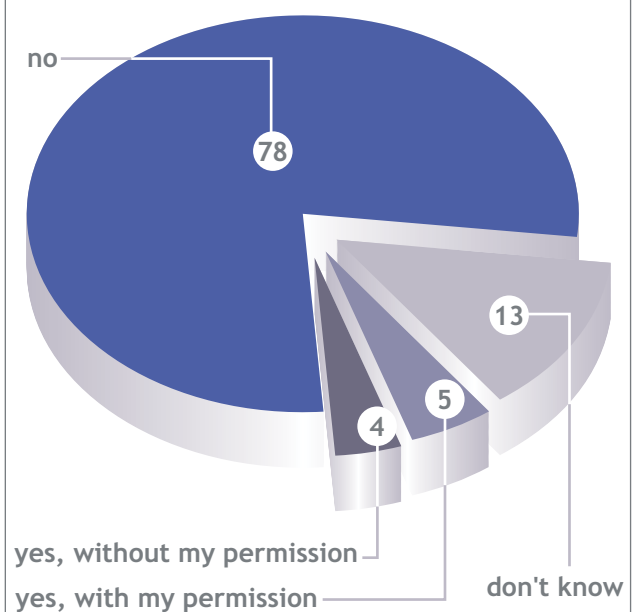
(Q26e). Is the content you post on the Internet copyrighted?

Those who post content
in the Internet
N=347



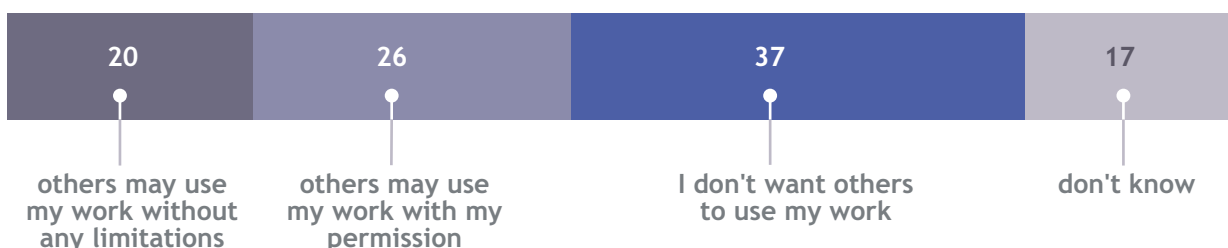
(Q26f). Has anyone ever used the content you posted on the Internet?

Those who post content
in the Internet
N=347



(Q26g). What is your attitude towards other using the content you post in the Internet?

Those who post content in the Internet
N=347



For a comment on this topic please refer to dr Mirosław Filiciak's conclusion notice "The young migrate from TV sets - but not in order to create"

PRESENCE IN CULTURE



When talking about the Internet it's impossible to escape the questions about its relation to culture. The ties between them can be investigated in two ways.

The first issue is whether using the Internet leads to a reduction of time spent on experiencing culture in traditional ways (e.g. reading printed books), or whether it increases the consumption of traditional cultural goods by providing more opportunities to obtain such goods (e.g. buying books on-line).

The second question regards the free access to culture in the Internet, which, very often, is illegal. Beyond any doubt many people go on-line to access cultural goods they would not be able to use otherwise. Another interesting issue is why do the net surfers download movies, music, games etc. for free - is it because they do not want to pay for them, or do they simply want to try them out before buying?

■ Press

■ Books

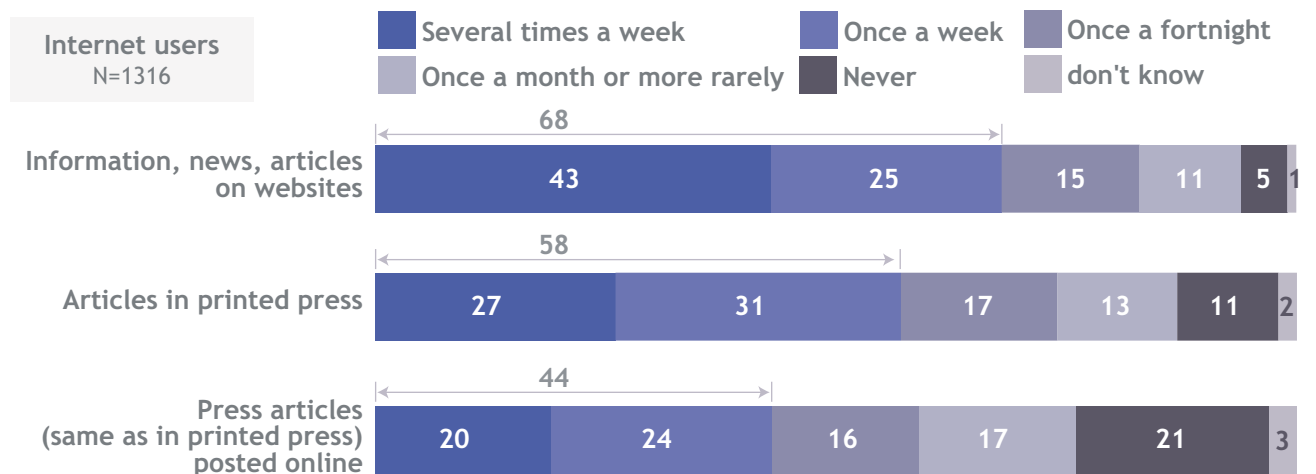
- Reading books
- Kinds of books read
- Sources of books

■ Paid and non-paid access to culture in the Internet

The press: printed vs. electronic

Nearly all Internet users read information, news and articles on the websites such as Onet.pl. Gazeta.pl ect - 2/3 does so at least once a week. Reading articles in print is slightly less popular - more than a half of the net surfers read them at least once a week. The least popular is reading online the same articles that appear in print; still, only one in five of the Internet users never does so.

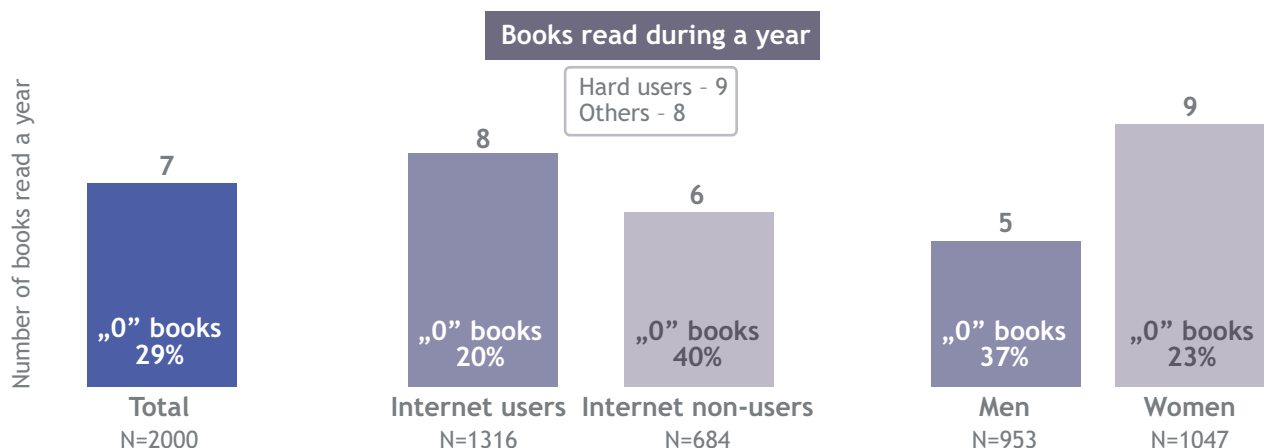
(Q25). How often do you read?



Reading books

Respondents read on average 8 books a year. The Internet users read more books than non-users and women read more books than men. Among age groups the smallest number of books is read by people aged between 30-39 (5 books) and biggest by those aged 15-19 (9 books).

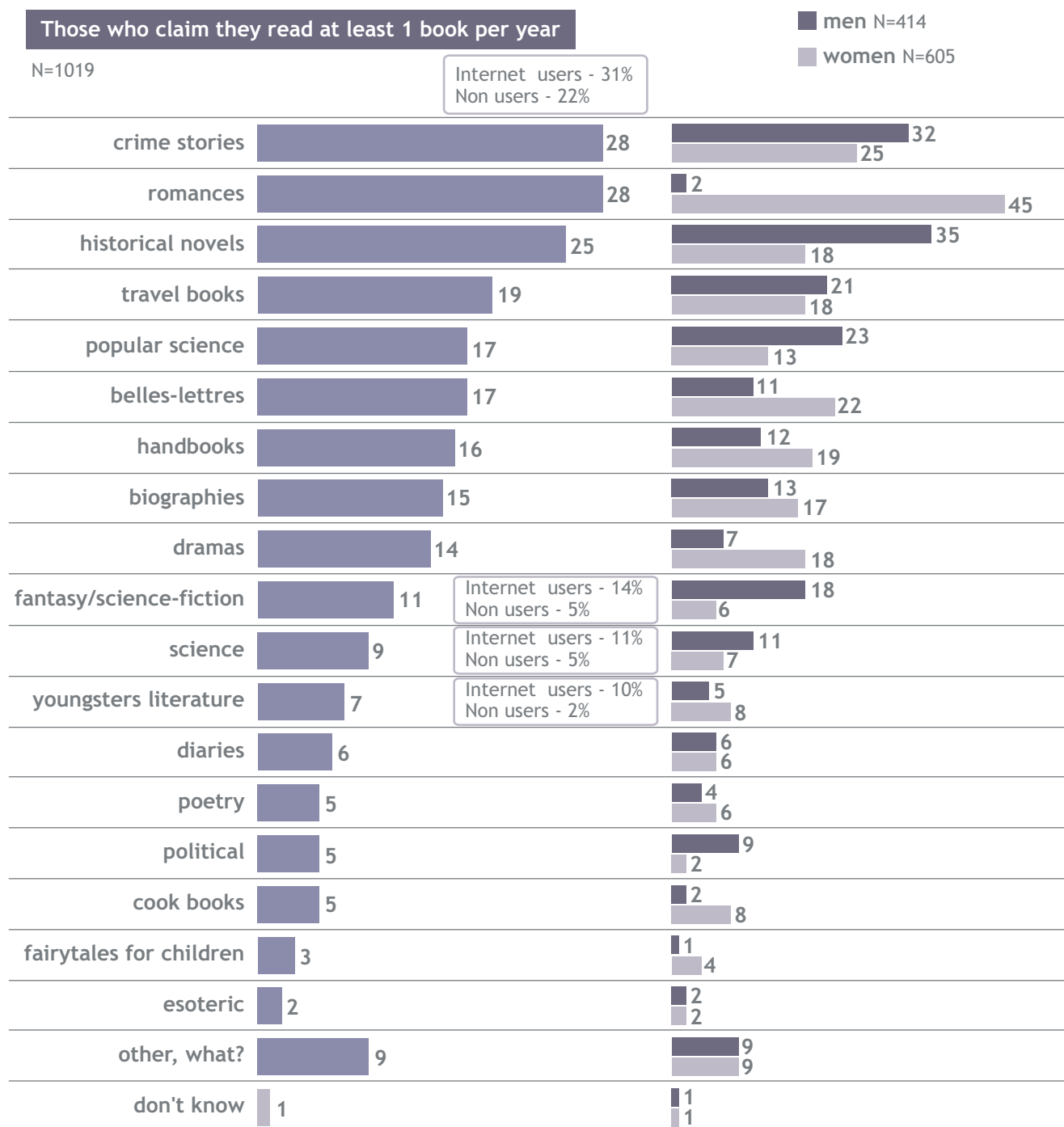
(Q25a). How many books do you read every year?



Types of the books read

Books that are the most popular with the readers include crime stories, historical books (usually read by men) and romances (usually read by women). One reader in five claims that they read travel books and one in six - that they read popular science, belles-lettres or handbooks.

(Q25b). what kinds of books do you read?



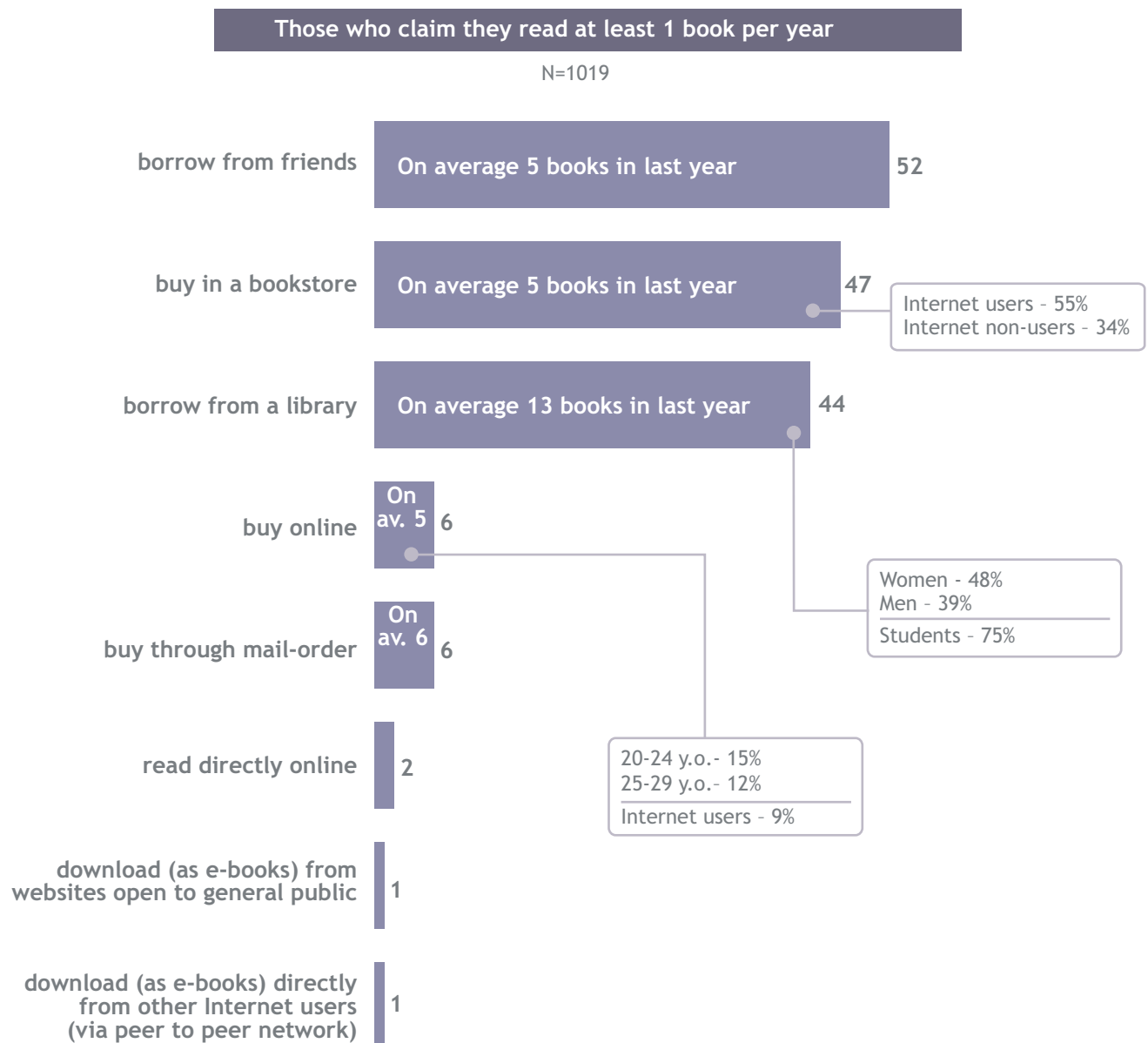
Sources of books

Readers usually obtain books by borrowing them from friends, buying them in bookstores (Internet users more often than non-users) or borrowing them from libraries (this is the most popular way of obtaining books among the students - the likely reason for that is them having easy access to school/university libraries). Only 6% of the readers buy books online (9% of the Internet users) or by mail-order. The Internet is not a popular source of books, even for the Internet users.

(Q25c). Where do you buy your books?

(Q25d). How many of the books you have read last year did you?

Base: those who obtain books from a particular.

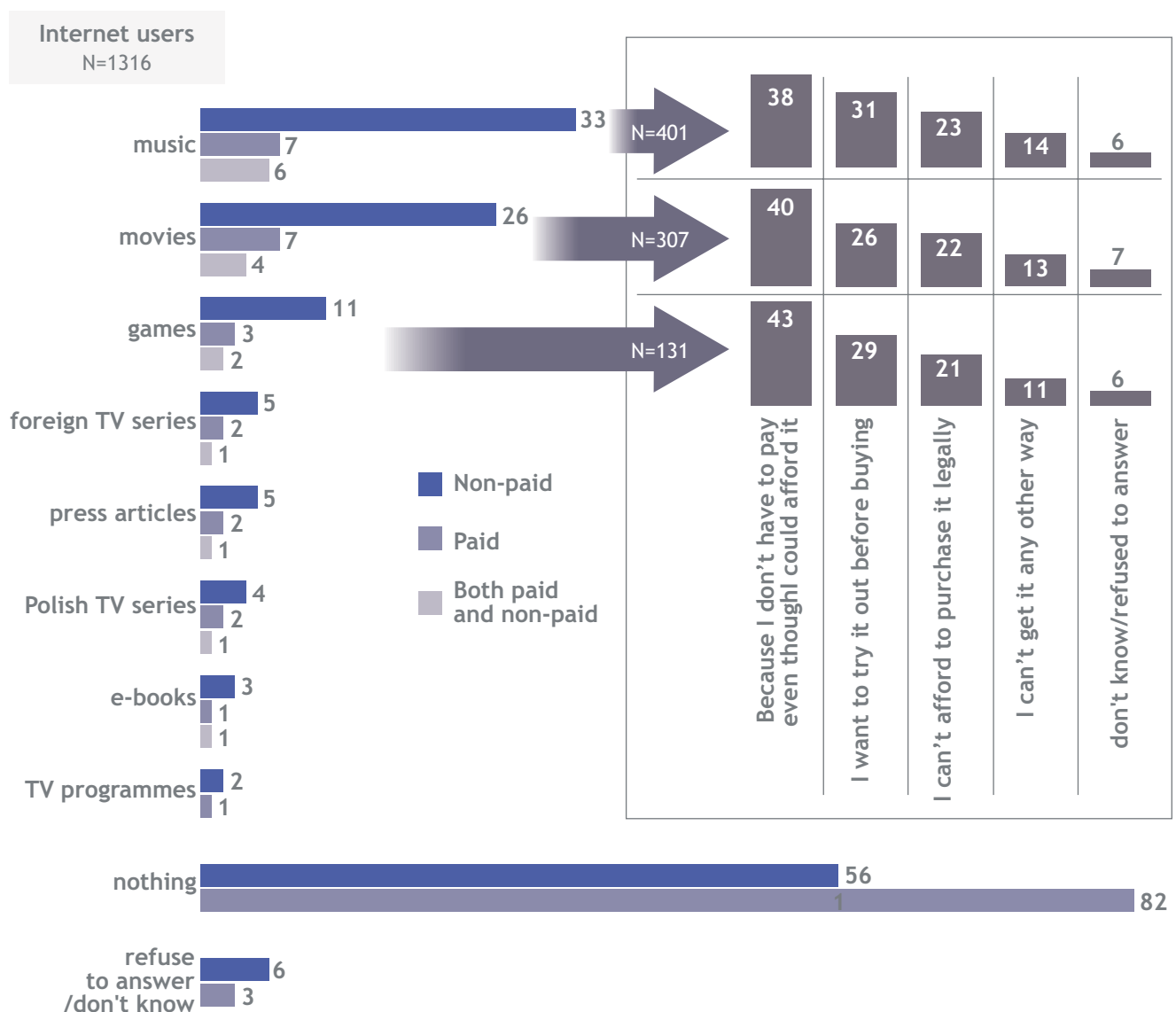


Paid and non-paid access to culture in the Internet

One third of Internet users admits to downloading free music, one quarter - movies and one tenth - games. the main reason for downloading them is that there is no need to pay for them that way. Respondents admit that they can afford it but they take advantage of the possibility of obtaining them for free. Only 15% of Internet users pay for such things as music, movies, TV series ect. when they download them from the Internet.

(Q25g). Do you, at least from time to time, pay to get online access to;

(Q25h). Do you, at least from time to time, download for free any of the following?

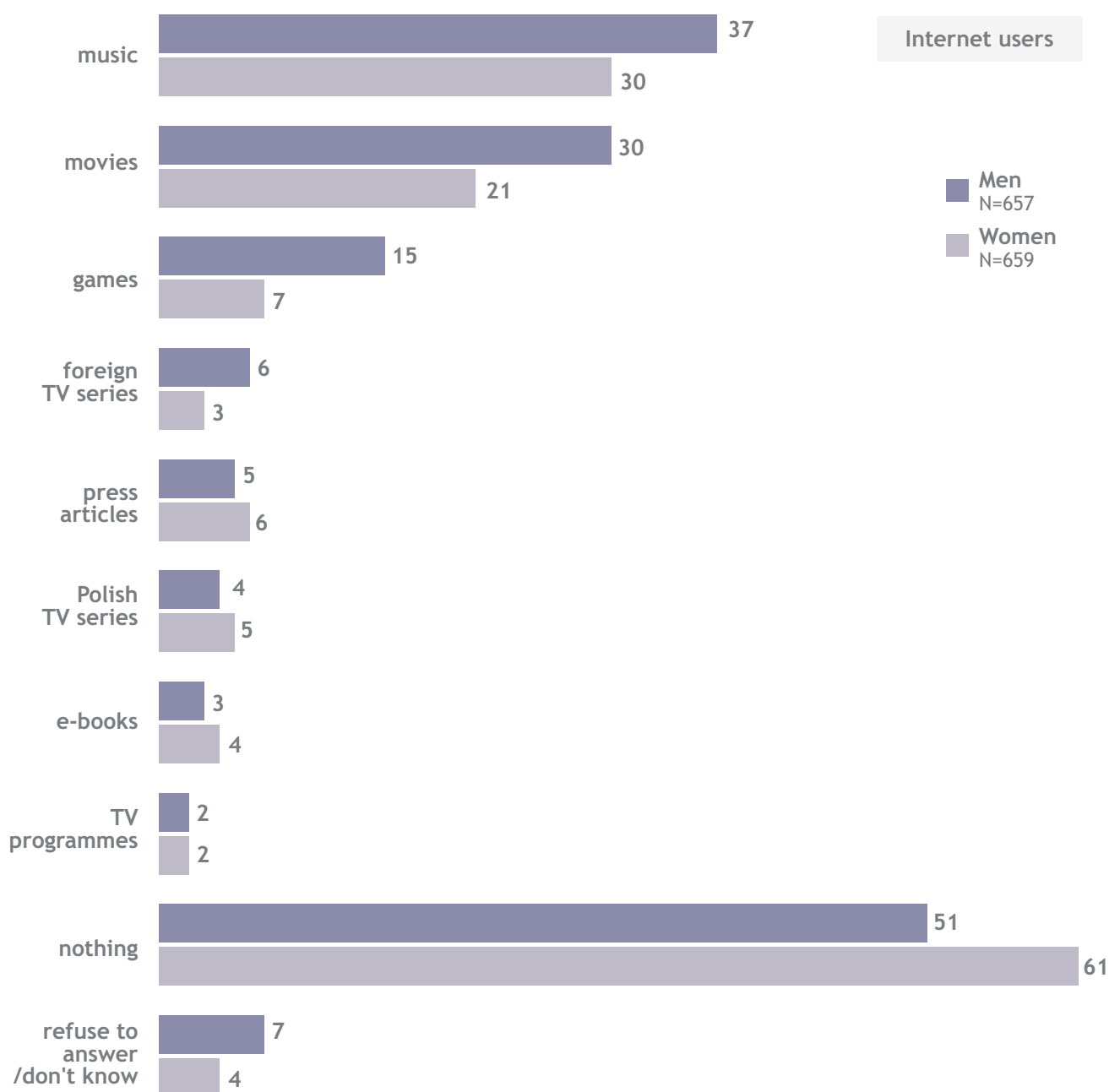


For a comment on this topic please refer to dr Miroslaw Filiciak's conclusion notice "The young migrate from TV sets - but not in order to create"

Free access to culture in the Internet - by gender

Men more often than women download music, movies, games and foreign TV series for free.

(Q25h). Do you, at least from time to time, download for free any of the following.

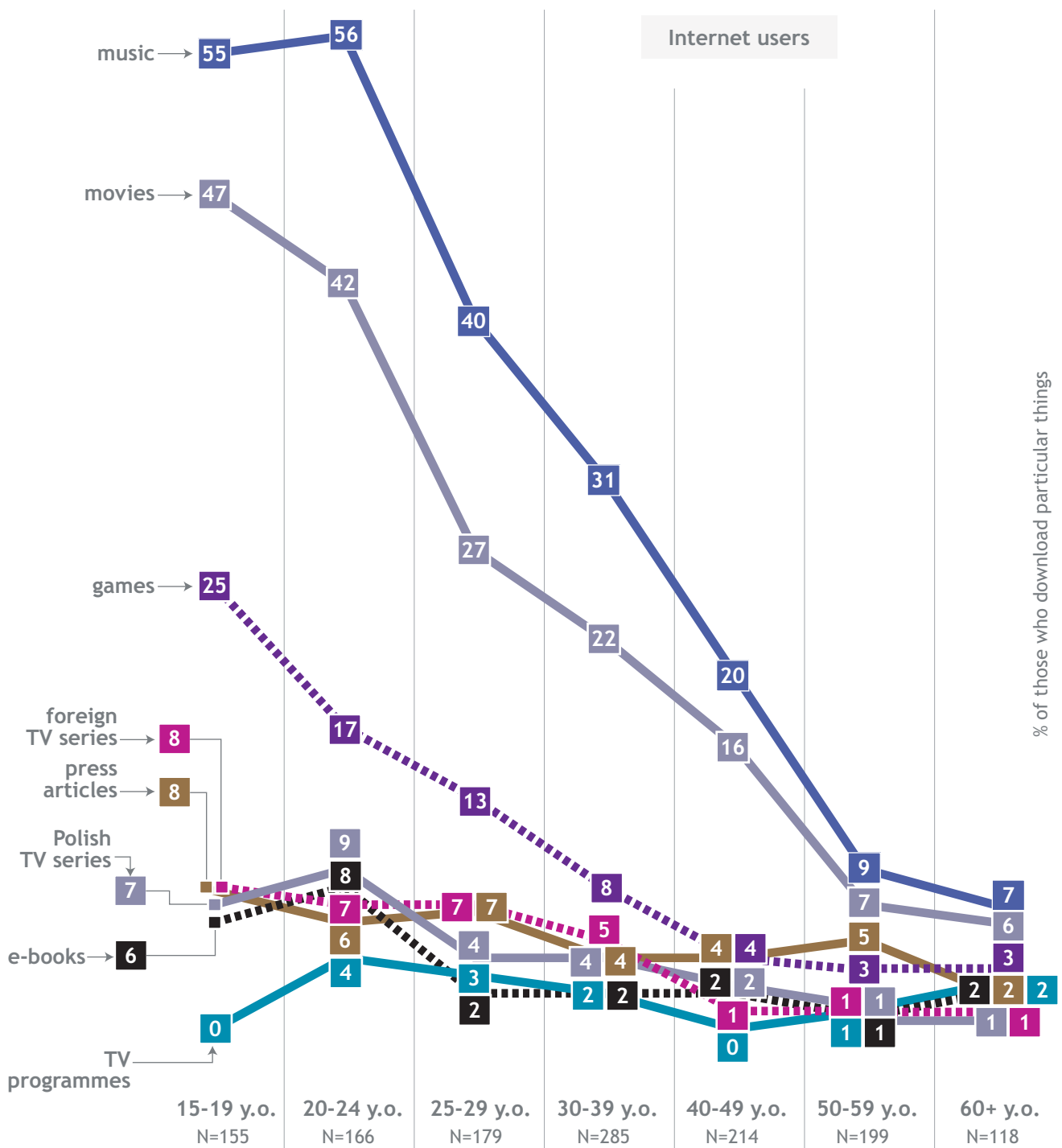


Free access to culture in the Internet

- by age

The older the net users are, the less things they download for free. Among the youngest groups of Internet users (up to 24 years of age) more than half downloads music for free, and nearly half - movies.

(Q25h). Do you, at least from time to time, download for free any of the following?



REGULATION & CONTROL



The Internet brings not only opportunities, but also threats. On the one hand, it provides broad access to information, entertainment etc.; on the other hand, it can be used as a tool to violate other peoples' privacy or insult them, hiding behind the mask of anonymity. Some people are also afraid of performing various transactions via the Internet, or believe that their online activities are monitored by the government or companies, for whom data collected this way could be very valuable.

This section explores the extent to which Poles feel safe in the Internet, the kinds of security software they use and their attitudes toward Internet regulation. It also looks into the perception of the Internet as a source of political power.

- **Trust**
- **Politics**

- Internet as a source of political power
- Internet as a place to express one's opinions & exert control

- **Negative experiences**
- **Safety in the Internet**

- Software
- Perception of threats

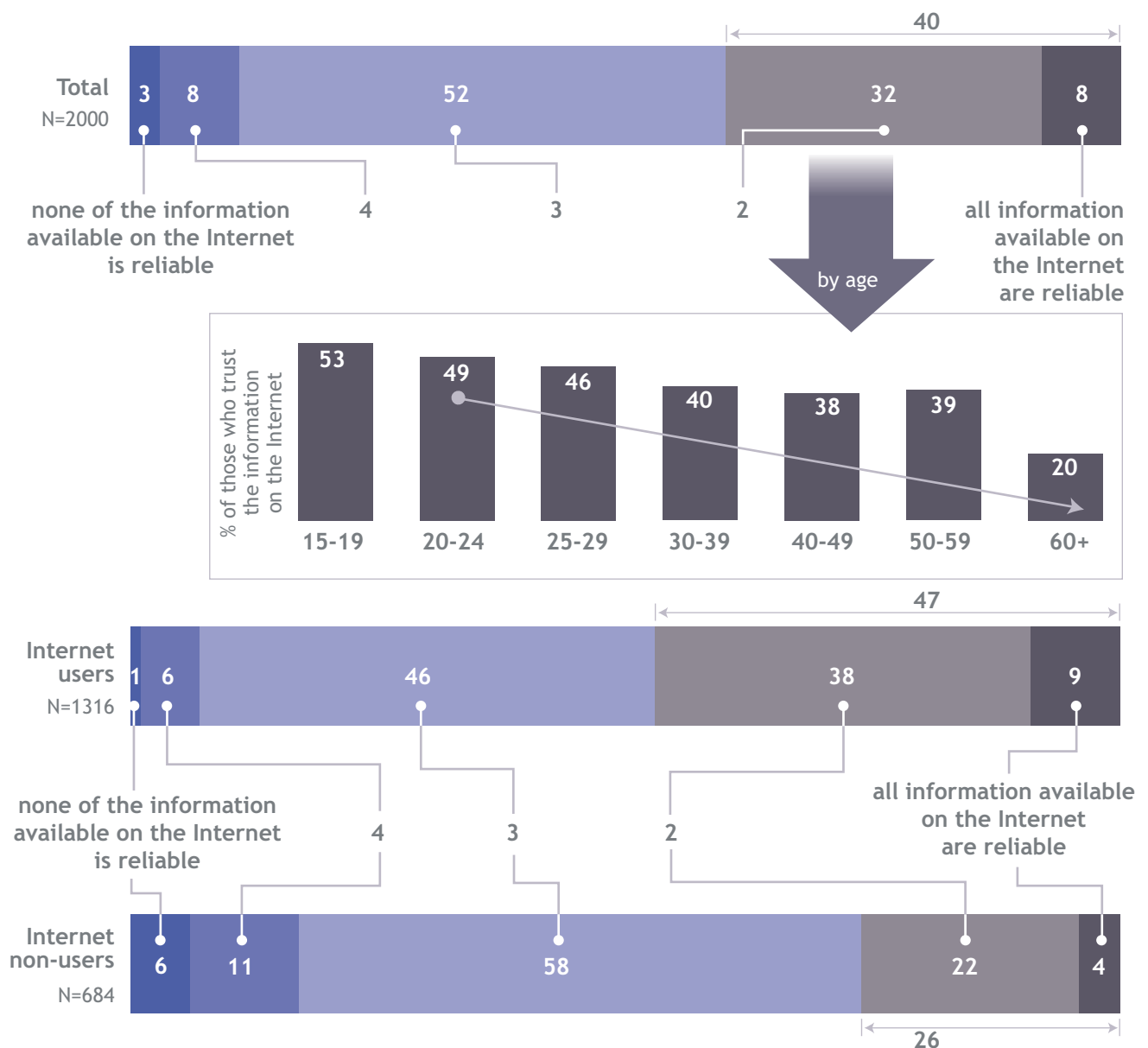
- **Regulation**

Reliability of information from the Internet

Four in ten respondents think that information in the Internet are reliable (nearly half of the Internet users is of such opinion). The perception of Internet reliability decreases with age (at the same time it increases with the level of education).

It's worth noting that half of respondents do not have a clear opinion about whether they should trust information from the Internet.

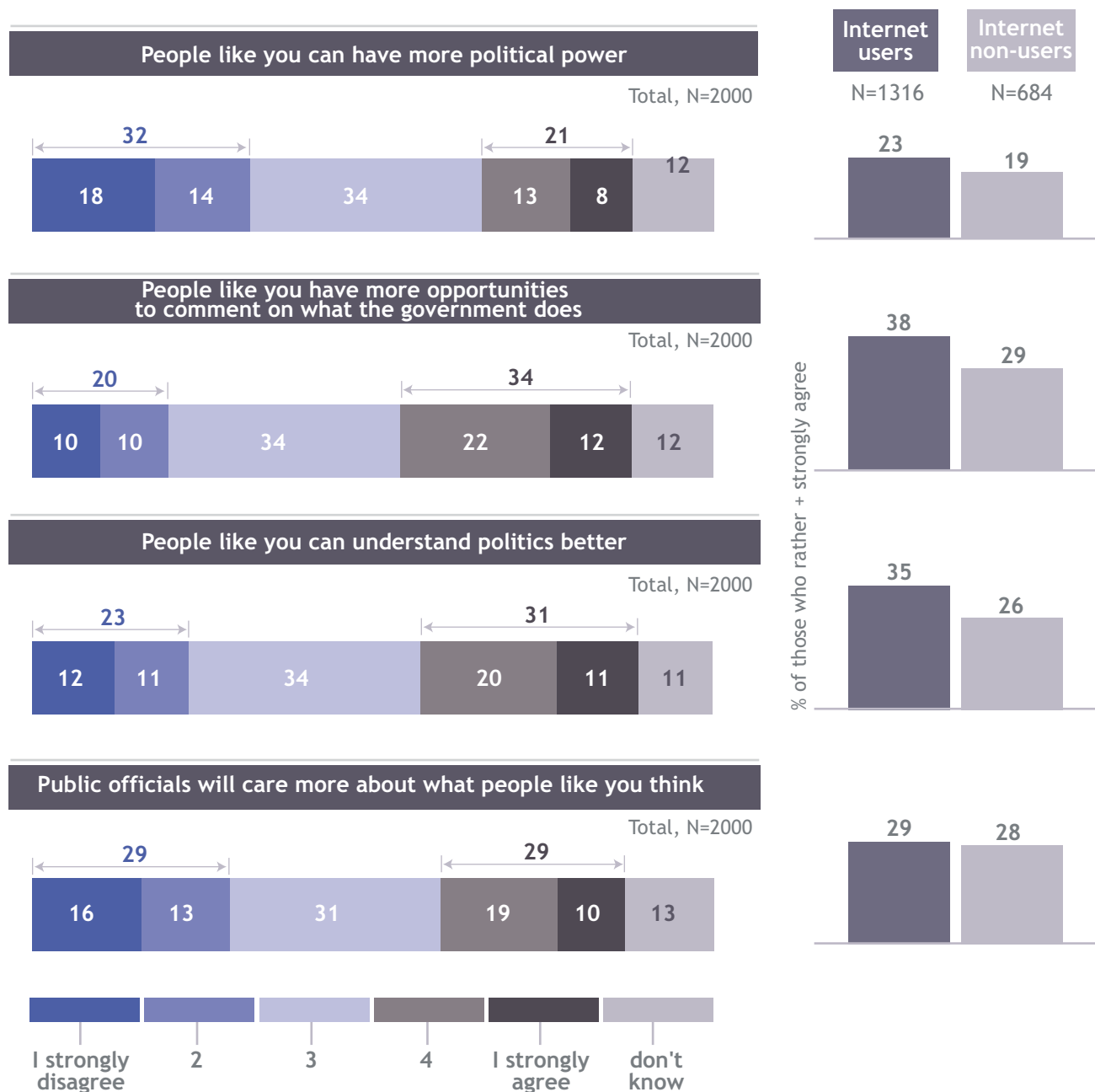
(Q12). How much of the information available on the Internet is reliable? Use a scale of 1 to 5 where "1" means none of it is reliable and "5" means that all of it is reliable.



The Internet as a source of political power

The Internet is not perceived as an effective tool to influence politics, although the Internet users seem to think more of this potential than the non-users.

(Q11). I'm going to read to you a list of statements. Please tell me how much do you agree or disagree with each of them. Use a scale of 1 to 5 where "1" means strongly disagree and "5" means strongly agree. Remember that you can choose any number between 1 and 5. Do you think that by using the Internet:

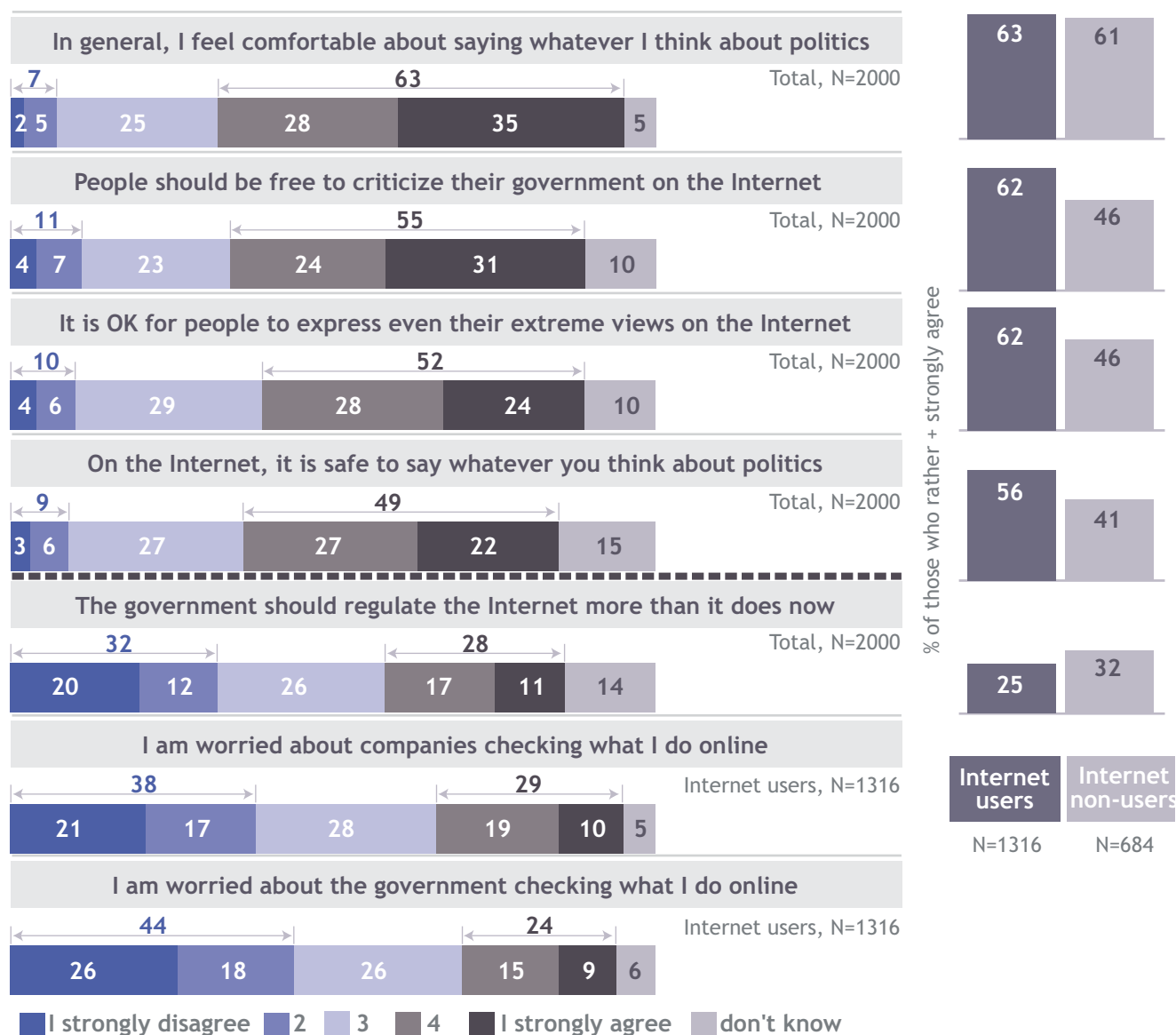


For a comment on this topic please refer to dr Dominik Batorski's conclusion notice "Internet - the Source of Political Power"

The Internet as a place to express one's opinions & exert control

Respondents appreciate the freedom of expression in the Internet (Internet users to a greater extent than non-users). On the other hand, they have mixed feelings about the government's regulation of the Internet - as much as one quarter of the net surfers would welcome more regulations. Also, one quarter of Internet users are afraid that their online activities might be monitored by the government or companies.

Q24. I'm going to read to you a list of statements. Please tell me how much do you agree or disagree with each of them. Use a scale of 1 to 5 where "1" means strongly disagree and "5" means strongly agree. Remember that you can choose any number between 1 and 5:

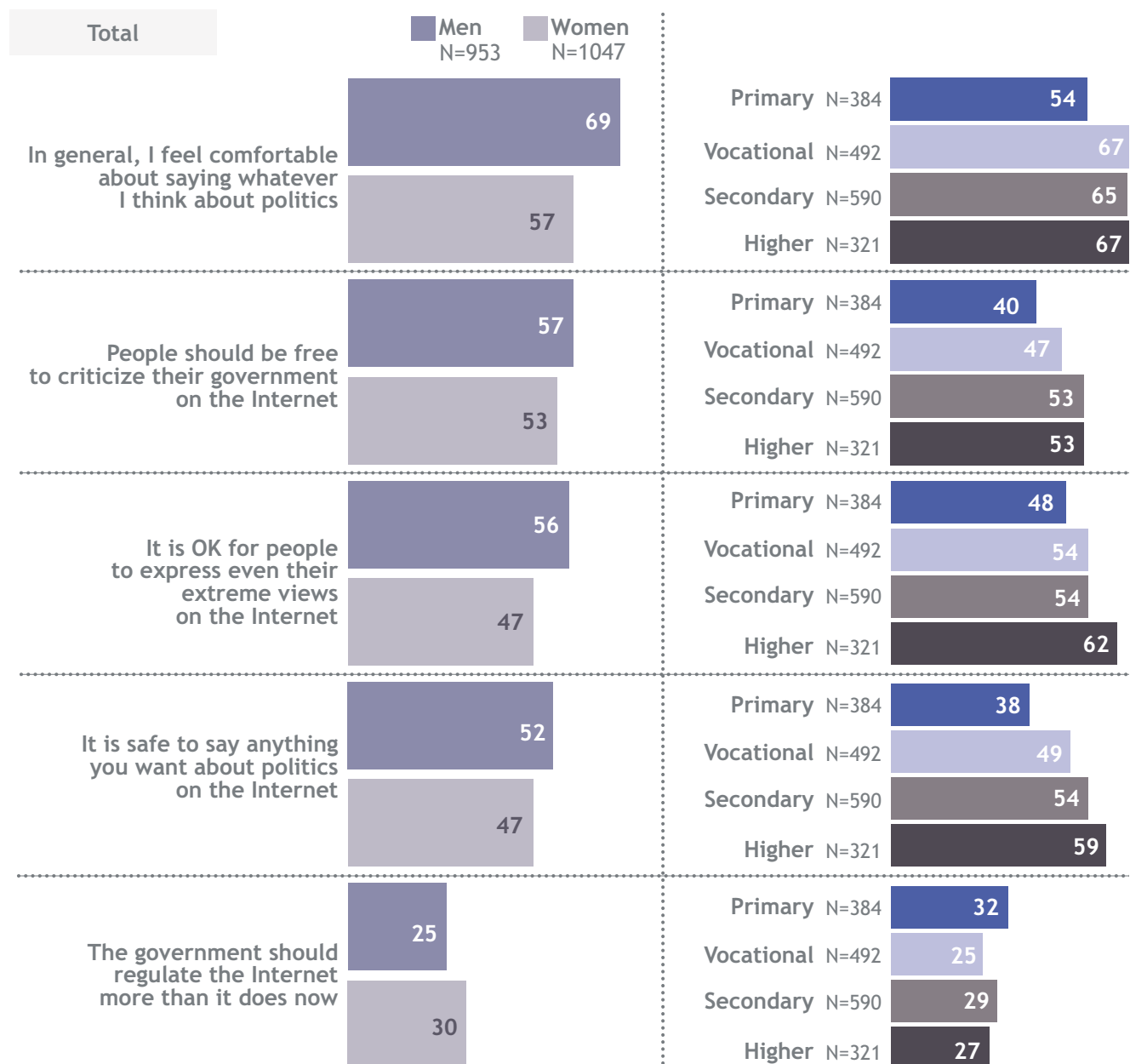


For a comment on this topic please refer to dr Marek Troszyński's conclusion notice "The Internet Users' Opinions on Opinions" and also the legal experts' conclusion notice "Freedom of speech on the web"

The Internet as a place to express one's opinions - by gender & education

Men are slightly more than women tolerant of expressing even extreme views on the Internet. They are also less afraid of expressing their opinions about politics. Moreover, better educated respondents are more freedom of expression oriented.

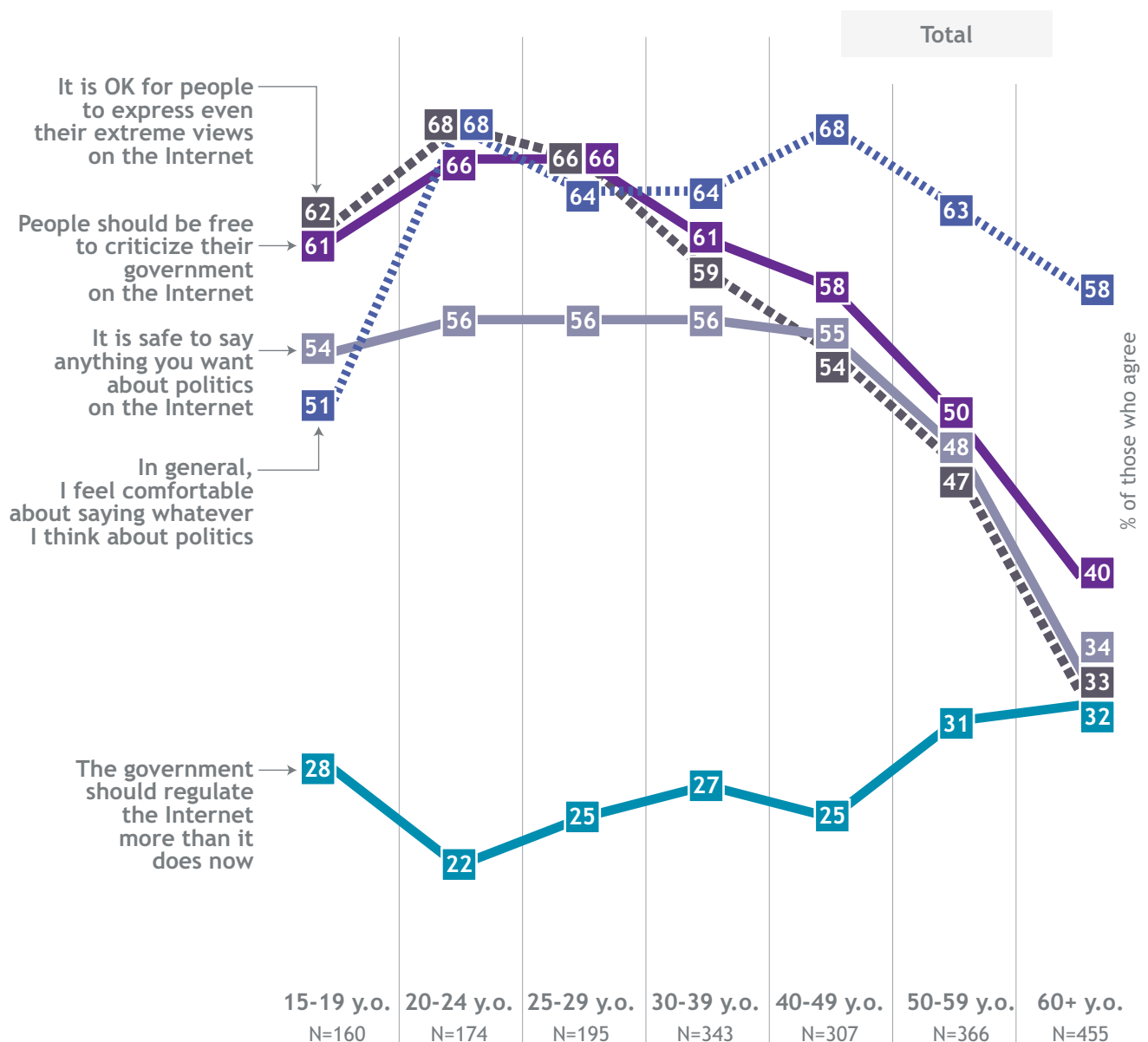
Q24. I'm going to read to you a list of statements. Please tell me how much do you agree or disagree with each of them. Use a scale of 1 to 5 where "1" means strongly disagree and "5" means strongly agree. Remember that you can choose any number between 1 and 5:



The Internet as a place to express one's opinions - by age

All age groups feel comfortable about saying anything they think about politics. When it comes to the tolerance of expressing extreme views, criticizing the government or the perception of safety of expressing opinions about the government in the Internet - it decreases with age, from 30 years of age up.

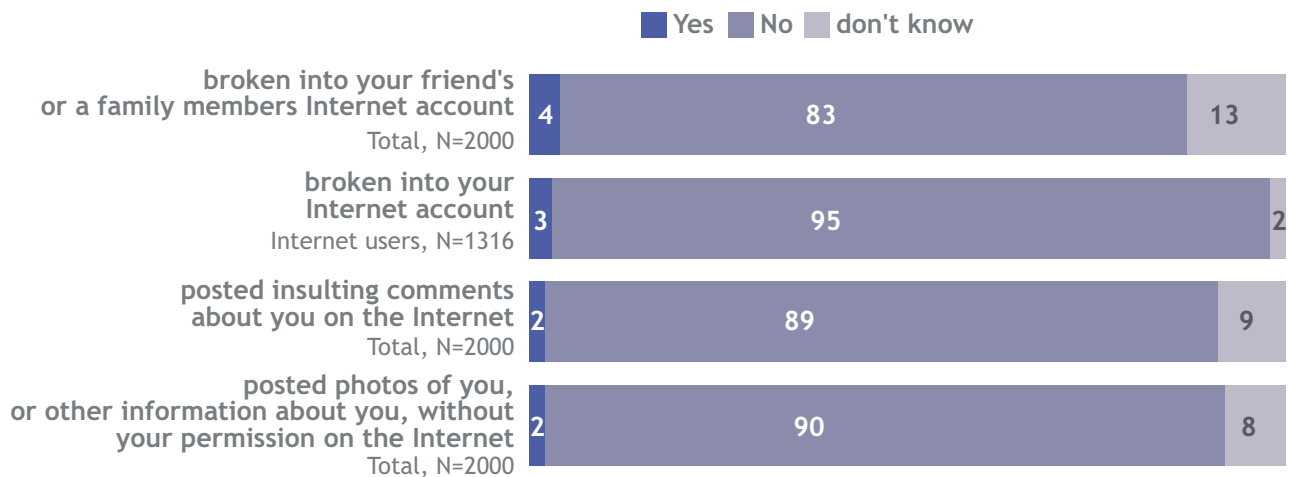
Q24. I'm going to read to you a list of statements. Please tell me how much do you agree or disagree with each of them. Use a scale of 1 to 5 where "1" means strongly disagree and "5" means strongly agree. Remember that you can choose any number between 1 and 5:



Negative experiences

Very few respondents have had experiences with their privacy being violated on the Internet both among the Internet users and non-users.

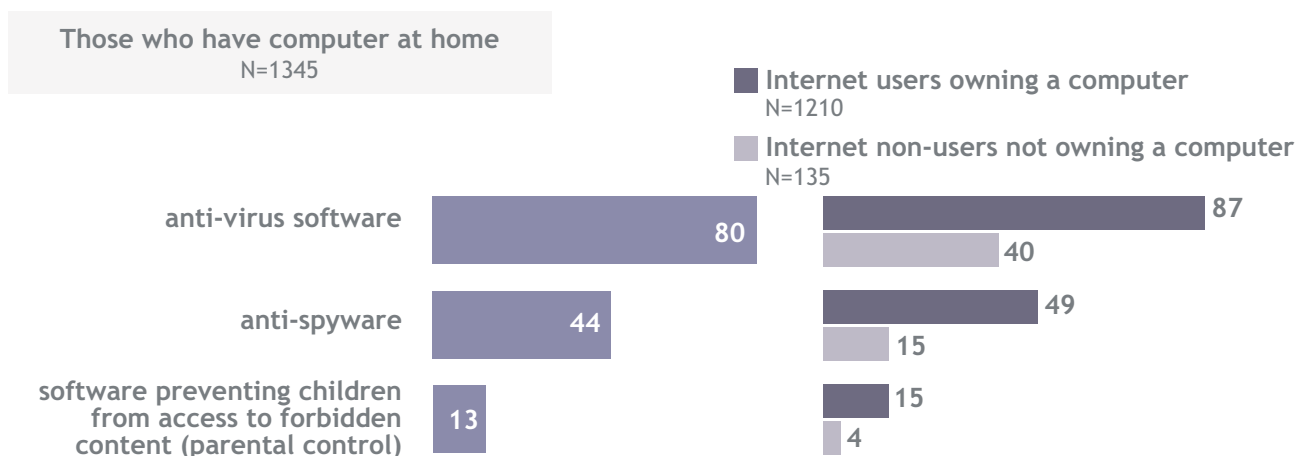
(Q75). Has anyone ever:



Software

The majority of the Internet users have anti-virus software. Half of them take advantage of anti-spyware. The least popular type of software is the so called “parental control” (even among people living with under aged children).

(Q77). Have you got:



For a comment on this topic please refer to legal experts' conclusion notice “Violation of privacy on the web”

Perception of threats

One third of Poles do not feel threatened by on-line banking or identity theft. More than one fifth feels safe with transactions with credit or payment cards via the Internet. One in ten is very much afraid of these threats.

(Q7-72). To what extent are you afraid of:

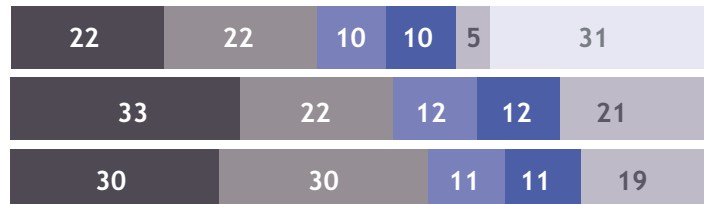
I'm not afraid at all
 I'm a bit afraid
 I am much afraid
 I am very much afraid
 don't know
 don't have a credit/payment card

Transactions with credit/payment card when shopping online

Using on-line banking

Identity theft in the Internet

Total, N=2000

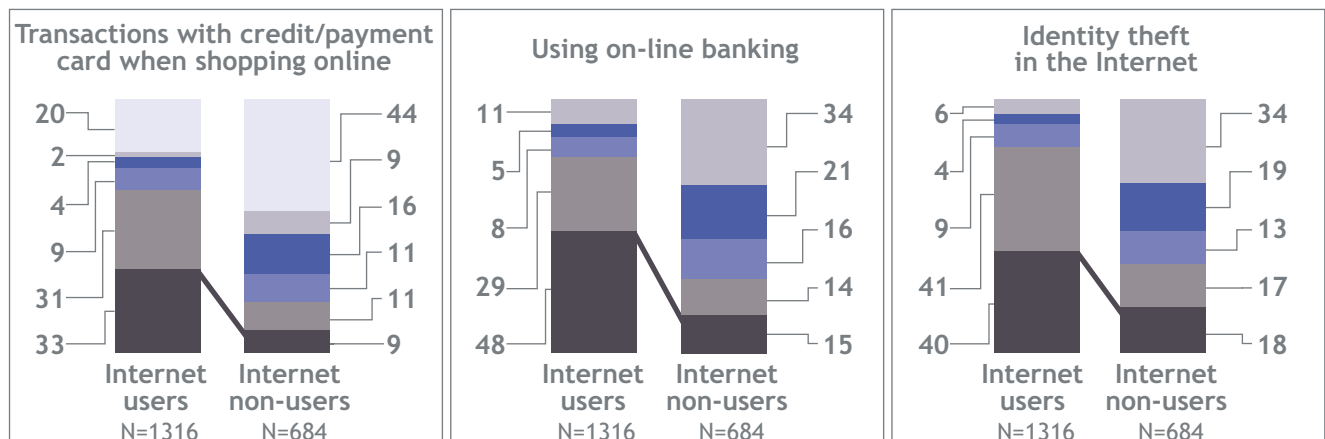


Perception of threats - Internet users vs. non-users

People who do not use the Internet are more afraid of online credit/payment card transactions, online banking and identity theft than the users of the Internet. At the same time, a significant portion of the latter are not comfortable with taking such actions.

(Q7-72). To what extent are you afraid of:

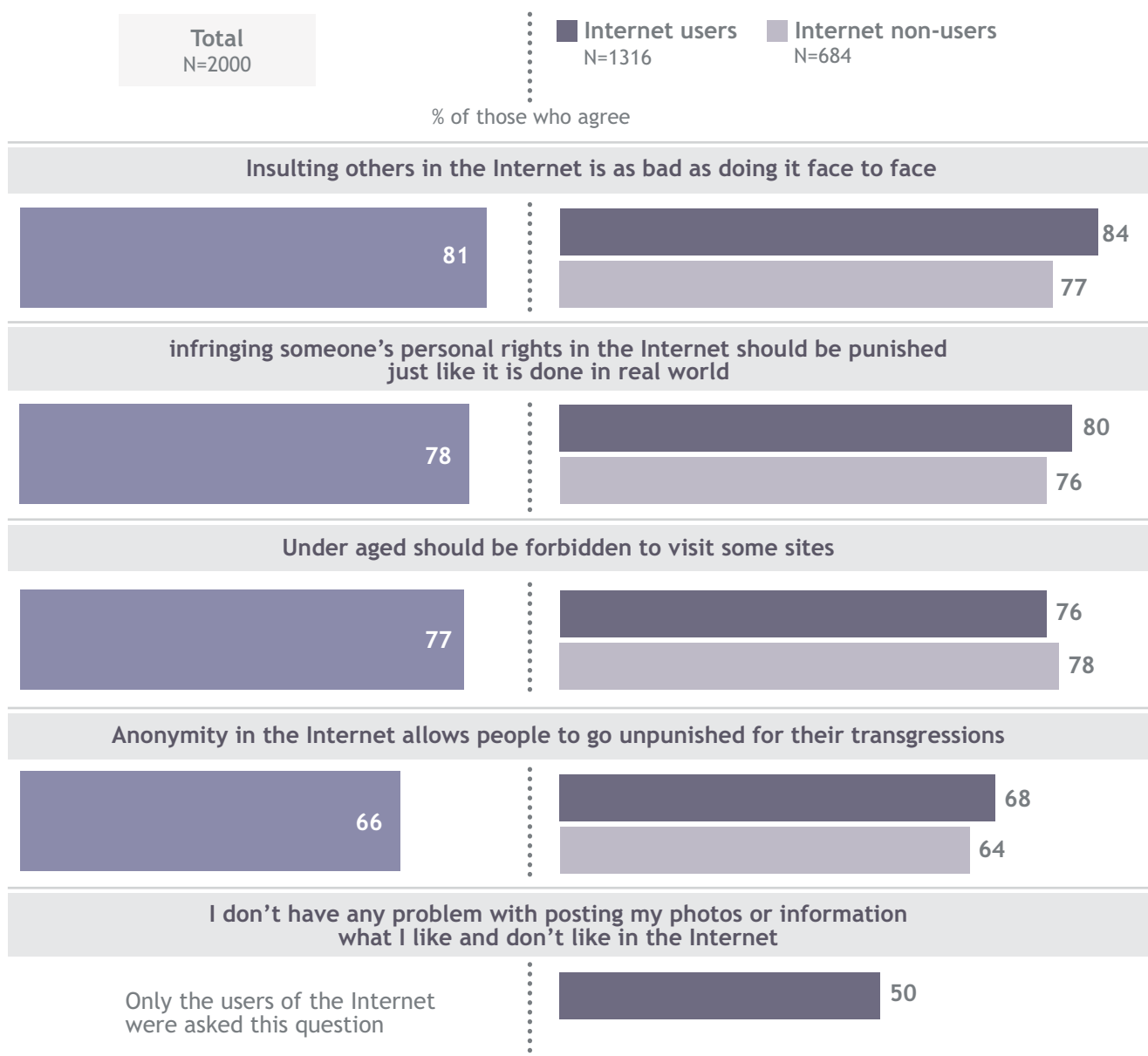
I'm not afraid at all
 I'm a bit afraid
 I am much afraid
 I am very much afraid
 don't know
 don't have a credit/payment card



Regulation

The majority of both Internet users and non-users claim that people in the Internet should behave in as decent way, just as they do in the real world. What is more, three quarters of the respondents think that the under aged should be forbidden to visit some sites (even though very few have „parental control” software). In the opinion of 2/3 of the respondents, anonymity in the Internet results in impunity. What is interesting, half of the Internet users don't have any problem with posting their photos or private data in the Internet.

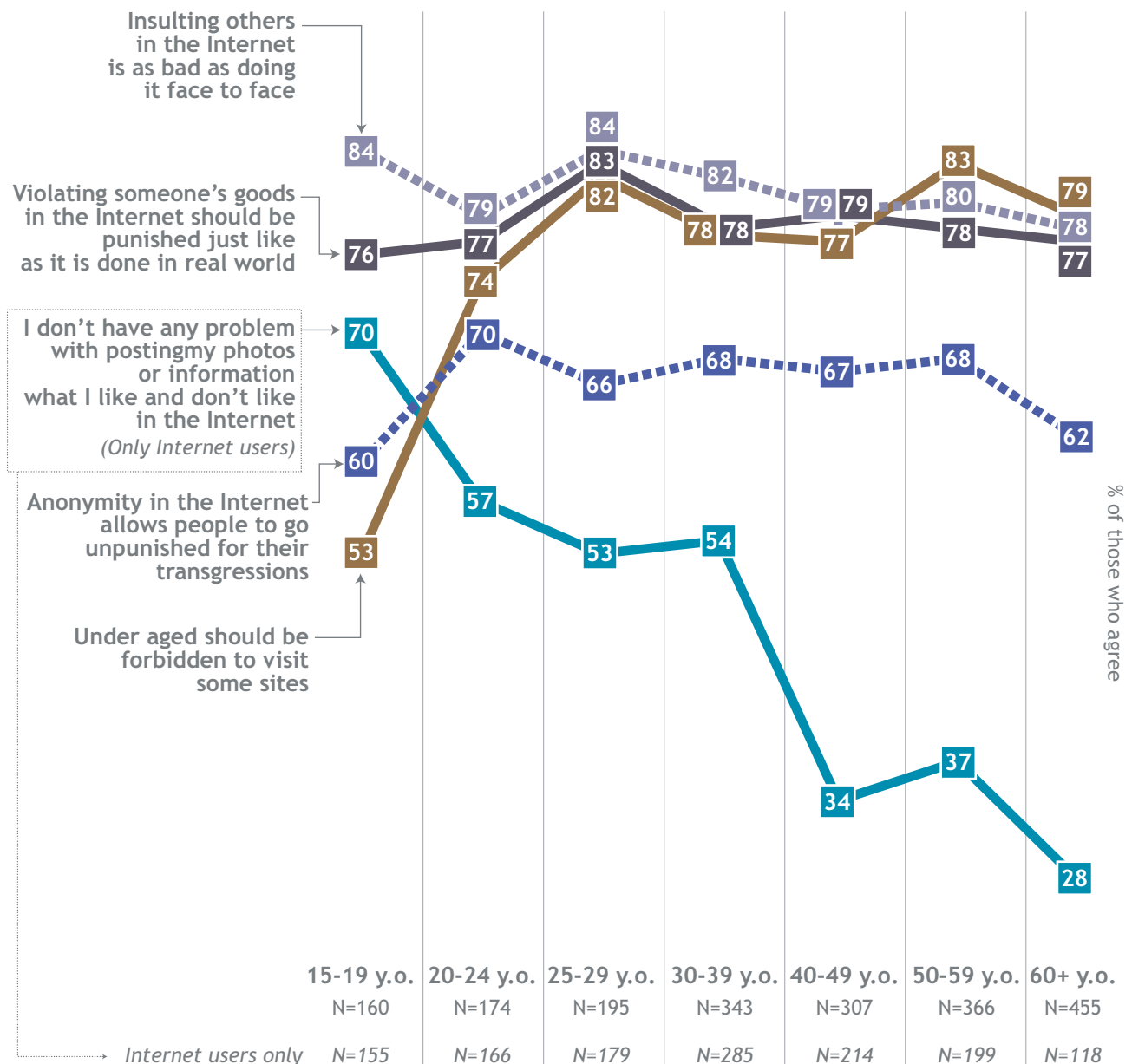
(Q76). I'm going to read to you a list of statements. Please tell me how much do you agree or disagree with each of them. Use a scale of 1 to 5 where "1" means strongly disagree and "5" means strongly agree:



Regulation - by age

Posting photos or private information is not a problem for the majority of the youngest group of the respondents, but the older the respondents are, the more uncomfortable with such activities they feel. This might be the result of smaller experience with the Internet - they don't feel self-confident online and therefore they exercise caution.

(Q76). I'm going to read to you a list of statements. Please tell me how much do you agree or disagree with each of them. Use a scale of 1 to 5 where "1" means strongly disagree and "5" means strongly agree:



What
World
Internet
Project
Poland
2010
adds to our
knowledge?
Conclusion notice

The young migrate from TV sets - but not in order to create



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Ph.D.
Centre for Popular
Culture Research
Warsaw School
of Social Sciences
and Humanities

The results fulfill some blank spots while uncovering new ones - it seems that with the huge popularity of the Internet, especially amongst the youth, it's high time we left the binary breakdown into the Internet-users and the rest behind. In the next issues we should rather focus on the differentiation in terms of Internet usage frequency, which is easier to spot. The questions regarding the weight of individual media as sources of information seem to be equally pointless, as in the era of convergence a medium can hardly be identified with its content - as major part of on-line information are sourced from media giants' websites, including press corporations (68% of the researched Internet users visit them each week). Despite these reservations the age border determining whether one spends more time in front of the TV set or on the web seems to be both intriguing and symbolic. The fact that the borderline is positioned at 30 years of age, suggests that the Internet is becoming the basic medium also for those who had already completed their education. This hardly supports the thesis that once the young complete their studies, they adjust their media habits due to career and setting up family life, reducing the time spent on the web and, like their parents, rather sitting in front of the TV set. However, the opposition between the Internet and television should not be overrated

- the latter is also doing quite well among the young, at least taking into account the time spent in front of it. The qualitative research, though, proves that television is becoming more of a background medium, accompanying meals and other activities which do not require intellectual involvement. This was the role of the radio once.

The research indicates as well that it's time we shifted the focus of the dispute concerning the contents circulating on the web. The conviction that the Internet, while reducing the barriers for popularizing individual creative works, will bring about an explosion of amateur productions, is hardly evidenced by facts. Even trivial creative activities, such as placing entries or photos on the web are undertaken regularly by as little as a few percent of Internet users. At the youngest age group of 15-19 years, the majority i.e. 58% have not published anything on the web throughout the last year! I'm curious how we come across compared to other nations in this respect. In this context, the studies of contents downloaded from the web, which is a vital, or maybe key element of the cultural blood circulation system of the web, acquire a new meaning. The data on free contents are rather striking, as presumably dissemination of such contents entails copyright violation. Their exploitation is widespread, though: majority of the researched Internet users under 24 years of age download free music from the web, with movies being only slightly less popular. The popularity of foreign TV series is an interesting phenomenon. In the age group of 15-19 one out of four Internet users declares to do so. The Internet is thus becoming a vital interface when accessing contents traditionally distributed by other media, whereas intellectual property laws are helpless faced with such media paradigms. The Internet users' competence in the field of copyright is rather low, constituting an incoherent mixture of lack of knowledge on applicable legal protection rights as to the contents published by individuals and an astonishingly frequent aversion (over 1/3 of respondents) to being exploited by others.

Internet - the Source of Political Power



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The Internet plays an increasing role in various domains of life. Thus, it is hardly astonishing that it is employed also for political communication. How do the new communication opportunities impact politics? Is the Internet a democracy-enhancing medium? Are its users more aware of political life and state activities? And, finally, is it possible to impact political life by employing the web?

These questions can hardly be answered directly based on the results of the WIP research, which has been conducted in Poland for the first time. Nevertheless, this research does provide substantial grounds for making up such answers.

First of all, the responses of users and non-users to the questions referring to the link between using the Internet and political power are highly interesting. Statistically speaking, Internet users differ from non-users exclusively in terms of claims referring to more possibilities to comment on governmental actions, as well as to understand politics better. In other words, Internet users more often believe that they can pronounce their views on the actions of politicians and authorities. The Internet evidently facilitates such behavior - debates are conducted on discussions forums, in commentaries underneath articles on portals, in blogosphere, as well as on social services. With easier access to information, as well as commentaries and analysis

of various sources, the Internet also helps those not normally interested in the topic, to better grasp politics. In both cases the percentage of those convinced that using the web provides such opportunities is considerably higher than those disagreeing with such statement.

The fact that the Internet provides possibility to pronounce one's views does not mean, though, that it is the source of political power, facilitating influence over the political life. Only 21% of respondents agree with a claim that by means of the Internet one may have stronger impact on politics, whereas 32% hold the opposite view. Respondents also have doubts whether the representatives of authorities would acknowledge the views that users are pronouncing on the web.

Moreover, it seems not to be true that active Internet users are more convinced of the possibility to impact politics. There is no vivid divergence in views referring to the possibility to exert stronger political impact via the Internet between active Internet users generating contents on their own, writing or reading blogs, and the more passive users.

When analyzing the events taking place in Poland over the last several years, it is obvious that the Internet has on many occasions facilitated real impact on political decisions on the part of self-organizing groups of users. One of the most vivid examples is the protest of parents against the educational reform assuming sending 6-year-olds to schools. Almost 50 thousand signatures were collected on the web, which delayed the introduction of the reform by three years. Another example is the protest of Internet users against launching the Register of Prohibited Websites and Services, according to which it was mandatory for Internet providers to block access to some online contents (the so-called online censorship). It is also worth reminding of the protest of BRE Bank clients against regulations concerning calculating interest on currency credits. The campaign organized by a small group of customers of the bank emphasized the problems related to

credits over the peak of crisis at the beginning of 2009, indirectly making the government arrange for the "Family's Own Home" („Rodzina na swoim”) program.

Interestingly, all these rank-and-file initiatives are rather similar. They are not about activating big social movements requiring constant engagement, but rather about short-lived mobilization of substantial groups of individuals. They all start with a protest, and frequently end with it. The development mechanism of such movements is also alike. The Internet highly facilitates the ability to find other individuals sharing one's views and communication with persons bothered by the same issues. The process of articulating discontent leads to creating a common knowledge, making participants aware that there are others manifesting similar views, which highly facilitates undertaking group actions. Interestingly, such rank-and-file online actions do find their way to traditional media, their effectiveness being dependent on whether they are popularized by the latter.

This conclusion is hardly astonishing in light of the WIP results on preferences related to information sources. Even among Internet users, fewer respondents consider the Internet a vital source of information (87%) compared with TV (90%). Those under 30-years of age consider the Internet a better source of information, whereas for older respondents TV is generally more important. Poles, when asked to rank media according to their importance, definitely more often indicate television. Only the group of 15-24-year-olds mentioned the Internet and mobile phones more often than TV.

To sum up, though the Internet provides more opportunities both to access information on politics, and to articulate one's views, users do not feel like having more impact on politics, and they do not believe that politicians acknowledge their view to a greater extent. The impact viable thanks to the web is more indirect and based on the possibility to influence the agenda, the topics highlighted by media, and as a consequence, dealt with by politicians.

Digital Exclusion

One of the consequences of popularization of the Internet, growing number of users and domains of life it is employed for, proves to be progressive exclusion of non-users or those not possessing the competence to use the web.

More and more often professional activities or full participation in social and cultural life require utilizing information and communication technologies. Increasing number of activities may be performed online - starting from accessing information and knowledge, via shopping, up to applying for a job. Some of these activities may be performed exclusively online. More and more does the Internet become the gate to activities performed outside the web. This refers both to online employee recruitment, and participation in various courses, trainings or cultural events. The importance of the web is also demonstrated in a more subtle way. It turns out, for instance, that considering lesser than ever presence of the meta-cultural domain outside the web, i.e. news on events, reviews and debates on cultural issues, non-users attend theatres and cinemas more and more rarely, as well as read less. As a consequence, non-users are to a major extent endangered with social and economic exclusion.

The notion of digital exclusion refers to the differences between those having regular access to digital and information technologies and capable of making effective use of them, and those devoid of this access. As demonstrated by the panel research of social Diagnosis, these divergences are substantial, with users enjoying positive effects in various domains of their activity (Batorski 2009).

Some of the effects of the emergent social and economic difference between Internet-users (not necessarily using the web on their own) and those who for some reason have no access to the web, are visible also in the WIP research. A good example is the response to the question asked to non-users on how they would cope if using the web was essential in order to participate in some

event they are keen on participating. This question perfectly demonstrates how many persons would have to quit participating. A major group would cope asking somebody for help, however much often these non-users do have users around, plus an online computer in their home or/and use the web via the mediation of others. We may thus conclude that for a major group of non-users the access to the opportunities broadcasted primarily on the web or requiring online registration may be restrained.

On the other hand, using the Internet may improve the situation of users also in other life domains. A definite majority of respondents declare in WIP research that using the web enhanced their contacts with friends, family and fellow professionals or people sharing their interests.

The World Internet Project study, complement well the image of digital exclusion in Poland, demonstrating that this phenomenon is a multi-layer one. It does not refer only to the disparity between those having access to modern technologies and those devoid of such access. First of all, they further evidence the results of other research proving that not all those having access really make use of it, with as many as 19% of non-users having access to the web in their homes. Secondly, the very break-down into users and non-users is not that simple. WIP research revealed that the group of irregular users is also highly versatile, including individuals who have had contact with the Internet (31%), with some of them (3%) using it on regular basis. Then again there is a substantial group of those (54% of non-users), who although not making use of the web themselves, can source contents from the web thanks to others. Thirdly, the group of Internet-users is also highly diverse. The digital break-down is the case also taking into account computer-users and Internet-users. The digital exclusion may also result from lack of competence and resources necessary to use computers and the web effectively. As demonstrated in WIP research the ways of using the web are

really miscellaneous, with these results corresponding to the results of the social Diagnosis study proving that users originating from the groups provided with more possibilities to use the web, employ computers and the web much in a much more purposeful way than respondents of lower social status, who - provided that they use the web at all - do it much more often for entertainment (Batorski 2005, 2009).

Primarily these are the elderly who are threatened by digital exclusion, as well as the under-educated (the discrepancies being most vivid when taking into account solely those who have completed their education). The Internet is also slightly more rarely used by village-dwellers and those neither study nor work. The research reveals that the various aspect of digital exclusion are coinciding - the group of those provided with more possibilities to access and use the web are also more web literate plus they much often use the web purposefully. Thus it appears that this group will benefit from positive consequences of utilizing the web to a higher extent.

The WIP research also confirms that key barriers thwarting the popularization of Internet utilization are not the lack of access or financial resources necessary to buy equipment and pay for the connection. A much more fundamental reason seems to be lack of awareness of what the web can be used for and lack of the need to use it. The majority of non-users either have access at home (19%), or their neighbors have it (57%), so the technical resources necessary for arranging for an online connection are obviously available to them. These results demonstrate that the programs implemented in Poland aimed at development of information society, and in particular the 8.3 Innovative Economy Operational Program „preventing digital exclusion” are wrongly addressed, as they do not refer to the clue of the issue. The above-mentioned program focuses on material access barriers, whereas these are the soft barriers, such as lack of awareness, competence and literacy with respect to using the web that are much more fundamental. Thus, we the

results of this program will probably prove to be disappointing, and the 370 million EUR allocated to be spent by 2013, might have been applied in a different way, much more effectively implementing the objectives of this program.

The digital exclusion will hardly decrease in Poland over the next years. As many as 80% of non-users do not feel they lose anything, with only 16% believing that they miss out on something by not taking advantage of the web. In light of the above-mentioned results, such convictions seem to be in the wrong. We should rather expect that the discrepancies in the potential to participate in social, professional and cultural life between competent Internet users and those who are not capable of using the web, or do not take advantage of their abilities in this respect, will accumulate.

Domestication Instead of Mobility

Even though nowadays mobile devices and services attract most attention of the media and users, the domestication of Internet use is still a dominant trend visible in Poland in the recent years.

Nowadays there are more people with Internet access at home than people who actually use it. According to the WIP results, even in rural areas, half of the inhabitants have Internet access at home. Out of all users, 83% declare using Internet from home. Meanwhile, only 27% use the Internet at work, and 13% in educational facility (school or university). 16% of users use the Internet in other places, however other places imply not only mobile use, but also access from other peoples' homes (family, friends) and from Internet cafés.

11% of users declare having mobile Internet access. However this does not imply that they use it outside their place of residence. In Poland mobile Internet access is usually used only as a substitute of broadband connection in places where such connection is not possible (especially in smaller towns). It is also worth mentioning that despite great popularity of laptops, currently

owned by 33% of Internet users (9% own both a PC and a laptop) and which are currently purchased in Poland more often than PCs, laptops are still mainly used outside the place of residence. They are preferred over PCs because they take up less space and can be used in many places within a household, and their use has a more private nature. Therefore, despite of popularization of mobile solutions, we no longer observe that extensive popularization of mobile use models.

The use of Internet on mobile devices such as mobile phones, palmtops etc. looks somewhat better. Approximately 5% of people aged 15 and older uses such method of access. This is a small number, taking into consideration the fact how many people have devices enabling such use. Moreover, such access is used only occasionally. Most often such access is used by people who intensively use the Internet mainly in other places and they treat mobile access as something complementary. The average time of Internet use via a mobile device is less than half hour per day, whereas the same individuals spend on average over 3 hours per day online.

It is worth comparing these results with the time of use of the Internet in different places. It shows that the time spent by an average Internet user online in other places (outside the house, work or school) amounts to only 30 minutes per week. Meanwhile the time spent online at home is considerably longer than in other places, the average user uses the Internet at home for 11 hours a week on average. Meanwhile this time is much shorter for Internet users who use Internet at work. Also students use Internet in their educational facility for only approximately 20 minutes per day. At the same time the house is the most important place for using the Internet. Therefore reference to domesticated use is justified.

Alongside popularization of devices, which will enable to access the Internet regardless of the location, also their use will become more and more popular. However, key issue being the emergence of services that will attract users to mobile applications.

The Internet Users' Opinions on Opinions



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The image of Polish Internet users presented in the World Internet Project Poland report is well-known from the numerous recently conducted studies. When exploring the results, we can spot several constituents of a mosaic exposing a not-so-well-known face of the Polish Internet. The issue of „opinion on opinions”, i.e. what Internet users think of the statements other users place on the web is especially captivating.

The popularization of the Internet, and particularly the era of flourishing social media, put an end to the old break-down into the public and private domains of life. There come up questions regarding the legitimacy of traditional social standards regulating the communication process.

The traditional break-down is an easy one. There is the public domain, where professional broadcasters send messages to be received by plenty, unspecified persons, via media institutions (press editorial offices, TV or radio stations) in order to disseminate their announcements. All such statements can be evidently assigned to a specific journalist or at least to a media institution. They have access to broad public in return for being put under control (self-restriction or control being performed by the journalist community).

In the private domain we broadcast messages addressed at specific persons we know. Such statements are not in any way controlled (except for the general value system of a given individual) but have highly limited reach.

This arrangement has been destroyed by the popularization of the Internet. The gate preventing accidental broadcasters accessing the public domain has been unhinged. One no longer has to be a professional journalist assigned to specific editorial office to be able to spread messages, which can then be received by all readers.

The results of the World Internet Project Poland 2010 study duly expose the faltering of the old order. Majority of Internet users perceive it as an essential source of information (87% of „important” and „essential” responses), whereas for those under the age of 30 the Internet is the most fundamental source of information about the world. The information sourced from other people is valued on the same level (85% of Internet users consider them vital or essential). Thus, what we read/view on the web is as vital for us as what we hear directly from other people.

When juxtaposed with these data, the distribution of responses to other questions proves astonishing: Internet users are not sure whether they can trust the information published on the web. Over half of Poles have no definite opinion on this issue. Only 2/5 of respondents believe this information is reliable (this percentage increases corresponding to the education level and decreased corresponding to the age of respondents).

And yet another key issue. Over half of Poles agree with the following statement: „it is fair for people to be able to express their opinions on the web, even if they are extreme” (62% Internet users and 46% non-users agree with this statement). This question does not, though, precise what „extreme views” actually mean - whether they may be offensive or untrue, etc.

The important thing is that the majority of respondents do agree with the following statements: „violation of private property of other individuals on the Internet (e.g. their assets) should be punished under the same principles as it is in the real world” (78% respondents, no differentiation in terms of age), and „offending other individuals on the Internet is as reprehensible as doing it face to face” (81% of respondents).

So what conclusions may be drawn from this short summary of selected results? There emerges an incoherent image of contradictory opinions, proving the thesis of leaving the orderly world of old media behind. On one hand the Internet constitutes an essential source of information, on the other, though, we are not sure whether we can trust the declarations

published there. On one hand majority of us believe we should have the right to express extreme opinions, whereas on the other - we all agree that violation of private property or offence is in the wrong. Such statements demonstrate that we perceive the Internet as a public domain rather than a tool for exchanging opinions with a friend.

The Internet, though, hardly is the institutionalized world of the old media. 2/3 of respondents agree with the following statement: „anonymity on the web leaves people unpunished”. This conviction prevents us from transferring the values specific to the traditional public domain to the new media communication. We are challenged with creating new standards of public communication, based on a totally different set of sanctions.

The Internet user category is too extensive



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Over 50% of Poles already use the Internet. The more of them, the less sense it makes to throw them into one sack labeled „the Internet user”. The results of the Polish edition of the World Internet Project expressly show the enormous differentiation of Internet users. On one end there are the not-very-frequent users, primarily using it to search for information. Similarly, the so-called proxy users have others check information on the Internet for them. Such low-engaged users either do not understand the social and entertainment aspects, or are not fond of them. On the opposite end there are the highly engaged users satisfying their numerous needs through the web - using it for entertainment, networking, dealing with various matters, shopping, participation in cultural life, etc. They usually have been using the web for at least several years now, which is hardly astonishing, as it is common knowledge that users expand their activity corresponding to the span of their online presence. What is more, they are surrounded by alike, keen Internet users.

Moreover, the above break-down is also to a major extent a generational one - those under their 40s are definitely more active on the web. Similarly, the younger the respondents, the more social networking sites users among them.

Thus we have more and more young people in Poland, for whom the Internet is a vital field of activity used to perform various operations, instead of just another medium they use.

What will be the outcome? I am awfully curious myself. Business has already perceived this phenomenon and online activities are becoming increasingly important in terms of marketing and sales. Businesses are becoming more and more effective in this domain, and sometimes also highly inventive. Nobody, however, has yet managed to fully exploit the potential of active Internet users in the field of politics, self-government or activities of non-governmental organizations. Political parties or the third sector try to launch some projects in this respect, but are rather like a babe in the woods. We have already seen that actions started and organized on the web attract some attention and influence current situation, to mention for instance the protest against developing the legal register of prohibited websites and online services, the „Curved by mBank” action against practices of a popular Internet bank or the protest against a planned and perhaps unprepared governmental reform aimed to sending 6-year-olds to schools. These are odd cases, though, and regard matters hardly essential for the general public. Their popularity was to a major extent boosted by the interest of television, radio and the press. I believe, though, that soon we will see, also in Poland, cases of employing the power and possibilities of the Internet in collective actions, which will have palpable impact on the reality and social situation of our country.

The Young Guard of the Internet

The young have always played a vital role in the popularization of the Internet. The ratio of users among teenagers and twenty-somethings is the highest. What's more, the young have indirect impact on the elders' usage of the web - primarily playing the role of agents acting on

behalf of proxy users, plus in the households, where the intensity of usage is also highly differentiated with the youth using the web for many varied purposes, which can be seen especially in the case of the so-called Web 2.0. How, then, are the elder - parents, teachers and tutors - to teach children and protect them against possible threats, when their competence and understanding of the Internet is poorer than their wards? It is clearly what Margaret Mead called reverse socialization. Why do the elder use the web much less frequently, and even if they do, they are much less active in this domain than the younger? Obviously, such factors as education, lifestyle do matter in this respect, but it seems to me that not enough attention is paid to the poor number of proper contents and inability to engage and attract older users. The design and style of many on-line services and sites, with their multiple colors, small fonts and funny content strongly rooted in the youth culture, repels the older users. On the other hand, the most new users in Poland originate from the group of those over-30 years of age. I wonder, which broadcaster will manage to offer contents and formats suitable for them.

The Time Spent in Front of the Screen and on the Couch

While more and more publications and studies are dedicated to the Internet and its users, the television still remains the most important medium for Poles. The average Pole spends unquestionably more time in front of the TV than on the web. What's more, even an average Polish Internet user spends only slightly less time in front of the TV than on the Internet. These average results may be misleading, though. Again, age proves to be an essential factor here. The television becomes most important after turning 30 years of age. After 40 the radio becomes more important, too. "Beautiful twenty-year-olds" prefer the Internet, though.

For them the distinction between the Internet and other media will be less and less fundamental, as they often watch TV, listen to the radio and read newspapers online. The results of the World Internet Project prove that television, radio and music are often in the background while using the web.

Media from time to time forewarn about cases of Internet-addiction and about individuals, who are not able to control the time they spend on the web and thus neglect studies, work or family relations. Such situations do happen, each of them a personal tragedy. On the other hand, though, surveys repeatedly show that this refers only to a small number of users. Other studies also demonstrate that such individuals mostly have had other mental problems already. Vast majority of Internet-users use this medium in limited respect, combining surfing on the web with other activities, as well as being able to find time for family and friends. An average Polish Internet user spends 2 hours per week on the Internet, as suggest the authors of the report. I personally believe that the true value is higher, as many persons do not appreciate the time they spend online - but still it is far from the gloomy vision of millions of alienated individuals living their whole life in front of the screen and with their keyboard. Besides, it is more important how people spend their time than how much time they spend online. Is it just entertainment and time-killing or also working, studying, cooperating with others or keeping in touch with those living far away, which would be otherwise difficult.

Though Poles spend more time watching TV than on the web, and TV does not enable them to perform so many activities; in Poland the threat of potentially negative effects related to alienation and destruction of relations or with passivity of individuals is stressed primarily in relation to the web. It is hardly astonishing, as each new communication technology triggered similar fears. In the Victorian era there were Cassandra-like prophecies about the

destruction of inter-human relations resulting from using the telegraph. Fortunately this was not the case. So maybe human beings, considering their flexibility and ability to adapt will manage to handle the Internet, too? Instead of admonishing, it would make more sense to highlight positive cases and demonstrate how the web can help save time thanks to, e.g. settling matters „remotely”, which would otherwise require travelling.

Many activities at the same time - is that not an exaggeration?

The Internet is more and more often linked with the so-called multitasking, i.e. performing several activities at the same time. Is human mind, though, attuned to acting like this? Both researchers and journalists repeatedly raise the alarm that eager Internet users sometimes have problems with tasks requiring longer concentration, though, they can deal with several simple activities at the same time. These problems, as well as the results of related neuropsychological research, have been highlighted by Nicholas Carr over the last several months. Multitasking is a secondary motif in the World Internet Project, but may well trigger substantial afterthought.

When using the Internet, over half of Polish users are also busy with other things - listening to music, watching TV or listening to the radio. Multitasking is usually associated with young users behavior pattern. The results of the Polish issue of the World Internet Project demonstrate that it refers to older users as well, who while using the web are often watching television or listening to the radio. This is hardly surprising. Radio has long been primarily a medium complementary to working, having breakfast or driving a car, whereas in many household TV constitutes a background for having a meal together or other family activities.

Concurrent usage of other media is only one face of the multitasking facet of the web. Using the web often means simultaneous checking up

on electronic mail, reading messages, talking via communicators and keeping in touch with latest events on social services, whereas studying or working really constitute the background - though officially they are declared to be the key reason for using the web in a given moment. The creators of online services strive to exploit this trend and generate frequent visits by showing users how much a given website has changed since their last visit. This is vividly demonstrated by the trends in social service development, which in various ways try to make users pay frequent visits or just to stay online on a given website all day long.

Multitasking in practice often implies procrastinating more complex tasks and ineffective time employment. Whenever faced with an intricate and complicated task, we would use any excuse to postpone it at least a little, whereas the Internet keeps on delivering new excuses. We must bear this in mind and promote hygienic intellectual work and effectiveness in performing tasks. After all, one can almost always turn off and log out. With reference to most job positions it makes no sense to demand that an employee continuously checks up on emails and responds to them on instant basis. White-collar workers, faced with numerous problems should be capable of saving up time for concentration. We would not want everything around to be superficial....

The Internet and Education - Are We Ready for This?

Interestingly, the web is quite often used for educational purposes. Searching the web for specific information and materials needed for studying are among the most popular online activities, not only in the case of students, which has been further confirmed by results of other studies (e.g. Eurostat and Diagnoza Społeczna /Social Diagnosis/).

The growing importance of distance education is noteworthy, with 21% of all internet

users and 31% students taking advantage of it. When comparing the results of World Internet Project and the results of other studies (Diagnoza Społeczna and the research on educational needs conducted by COME UW at the beginning of 2008), it is obvious that the popularity of this education format is growing fast. I presume that in many cases this is due to so-called blended-learning, i.e. combining e-learning and traditional elements in courses. From the perspective of universities, schools and trainers e-learning is often a cheaper and more convenient solution than traditional forms of education. It may also be more effective for students, though, bearing in mind the particularity of this form of education, the educational processes here should be thoroughly preplanned, including focusing on social processes in the group. Otherwise it will come down to mere completing subsequent classes, with no focus on gaining knowledge. Finally, the question is whether Polish education system is ready for the Internet to play such a fundamental role. With information available everywhere and copying being a piece of cake, the approach should be shifted rather to problem-focused or project-focused one. Such competencies as assessing the credibility of information and comparing several sources, or creating compilations without plagiarizing, are of key significance in today's reality and should

be taught from earliest years at school. Moreover, pupils and students should also be trained in effective employment of online resources and collaboration via the web within a task group. I am afraid, though, that for many teachers it is more convenient to shut their eyes to plagiarizing contents which may be easily copied from the web.

Who is stuck with Web 1.0?

The Internet, unlike any other medium, enables its users to share and popularize their works easily. Only 27% of Polish internet-users are present on Web 2.0, though. The rest, i.e. almost $\frac{1}{4}$, have not participated actively in creating content, including such easy activities as placing commentaries on social networking sites or under posts on blogs. Creating own websites and other, more creative activities, refer to a minor group of Polish Internet-users. What's more, even those active on Web 2.0, to a major extent do so only from time to time, rather than on a regular basis. All activities related to entering own contents, including posts and photos, onto social networking sites, or blog writing are most popular among teenagers and become vividly less and less popular the older one becomes. This once again proves the thesis on extensive divergence of web employment modes by Internet users, with age being only one of key borderlines.

The development of online communication vs. awareness of legal protection



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The Helsinki Foundation of Human Rights' Observatory of the Freedom of Media in Poland, within a research executed for the purpose of World Internet Project (WIP) set up questions on online content control and the protection of privacy and freedom of speech on the web. These questions have been drawn up based on the legal issues emerging in the cases of bloggers, online service editors and discussion forum administrators we deal with under the strategic litigation of our program (www.obserwatorium.org/litygacja). Our experience proves that the problem of discrepancies between legal regulations, their implementation in Poland, and the specifics of the Internet keep on augmenting. There is also the issue of the extent of the state interference with the domain of the Internet and the matter of its regulation. We are now in the middle of determining the place of this medium in Polish

legal system. We would like for the WIP project to boost a public debate on new regulations related to the Internet and the role of the state as the regulator. This debate may not be held without paying adequate attention to the threats to basic rights and freedoms of Internet users, which - referring to the results of the research - have been summarized in this paper.

I. Freedom of speech on the web

The development and functioning of the Internet would never be possible without assurance of freedom of speech on the web. Online resources cover more and more spheres of social, economic and political life. Consequently, advanced technologies assure faster and easier access to information, while facilitating the emergence of new, alternative information sources (e.g. blogs) and may, as a result, smooth the progress of democracy. Online communication plays a particularly essential role in the countries, where the freedom of speech is not observed in traditional means of communication. There the Internet allows those disseminating unpopular views (e.g. criticizing public authorities) to communicate with the world around without being subject to repressions. It is easy to point out contemporary Polish examples of online services used for spreading information and initiating debates on matters of vital social importance, which for various reasons are being ignored by mainstream public debate. The experience of the Observatory proves that online activities focused on social issues are of fundamental consequence particularly in the case of small local communities, chiefly those where there is no press independent of self-governments. Such services play an essential role of a watchdog of self-governmental authorities and are often the only ones to notify public of possible abuses.

The results of WIP research demonstrate, however, that Poles feel rather confident when taking advantage of the speech of freedom on the web. Over 60 % of respondents declare

readiness to freely express political opinions online, whereas over half of them believe that Internet users should have the right to criticize the government, and are willing to tolerate even most extreme views manifested on the Internet. Only one out of four respondents fears government's invigilation of the web. There is a growing number, though, of various institutions trying to thwart the free expression of views on blogs or by citizen journalists, exploiting legal instruments to this end, in particular the slander action (art. 212 of the Penal Code, e.g. the case of the author of Mosina.Blox.pl blog, where information on Mosina county office are published, who was accused of slander by the Mayor). The fear of being exposed to legal and penal consequences (including imprisonment), even in the case of publishing a substantiated critique, may prompt the so-called freezing effect, effectively discouraging people from being active online.

Let us mention the case of affront to religious feelings in Biała Podlaska. The case was filed by the local prosecutor's office against an Internet user, who created a website offering electronic confessions. The confession consisted in writing one's bad deeds into a proper field and indicating whether one is sorry for his/her sins and promises amendment. Then a message "connecting with God" appeared along with "transferring sins". After a minute the website downloaded confirmation of absolution.

The experiments to apply the press legislation to the Internet, which had been developed for conventional editorial offices, may pose a threat to the freedom of speech on the web. The Observatory, for instance, offered support to a portal administrator accused by the Mayor of Kalwaria Zebrzydowska of being liable for the commentaries of Internet users placed on the website, on grounds parallel to the editor's liability for an off-line publication (the case of the NaszaKalwaria.pl service, claim dismissed). We were also engaged in the case of the Bielskobiala.pl portal, against which criminal pro-

ceedings were initiated due to negligence of mandatory registration of the online service as a press title (proceedings discontinued).

II. Violation of privacy on the web

Freedom of speech on the web is not an absolute right, though, and in some cases may be limited, especially when it leads to violations of the rights of other individuals and especially the right to respect one's privacy and image. The more so that abusing this freedom on the Internet may cause an especially vivid violation due to 1) global reach of disseminated information, 2) difficult removal of such contents and 3) hindered perpetrator identification. Over the last several months the issue of the limits to anonymity online proves to be highly relevant. This anonymity on one hand assures the freedom of pronouncing unpopular views, but on the other - according to 66% respondents of WIP - may facilitate avoiding liability for one's statements.

European standards of protecting privacy rights on the web were established by the decision of the European Court of Human Rights in Strasbourg in the case of K.U. against Finland. This case referred to an advertisement published in one of the dating sites by someone impersonating a 12-year old boy. The advertisement contained such data, as age, year of birth, identikit and a link to the child's website (including a photo and phone number), whereas its contents implied that the boy would like to meet another boy of his age or older. An older man responded to the advert. The father of the child intervened on time, demanding the identification of the true author of the advert. The web administrator refused to disclose the data of the perpetrator on grounds of telecommunication legislation. The Court decided that the privacy rights of K.U. were violated by Finland, elaborating that the state is "positively liable" for assuring effective measures to claim damage by those hurt as a result of Internet abuse. This decision proves that it is vital that the growth of the Internet and anonymous forms of

communication are accompanied by development of procedures allowing identification of the perpetrators of others' right violations. It is rather doubtful whether current Polish legal regulations provide for effective measures of removing from the web contents obviously violating the law (the so-called notice and take down procedure) or allowing for perpetrators identification.

III. The role of the state in Internet "regulation"

Online violation of personal interest or slander is not the only risks related to online communication. Other threats include breaking into one's online account, identity theft, criminal acts linked to e-banking, the expansion of pedophilia, racist portals, etc. Interestingly, the WIP research proved that though few respondents faced cybercrime personally (just a few percent), almost one in four respondents would feel much safer if the government controlled the contents of the web better.

The beginning of 2010 saw the first serious public debate on the role of the state in "regulating" the Internet. It took place alongside the announcement of the draft amendment to the so-called Gambling Act, assuming launching a "Prohibited Website Register". The draft stipulated mandatory blocking of websites as a preventive measure, by telecom operators under the decision made by a public official, which triggered a series of controversies in the Internet-user community. They accused the government concept of implementing a preventive censorship prohibited by the constitution (art. 54, clause 2 of the Constitution) as well as constructing mechanisms of on-going monitoring of Internet contents without proper protection against arbitrary blocking of websites, which otherwise are permissible. Moreover, the implemented website control system might be used for any purpose in the future. From the technical point of view the implementation of such register might prove unviable as the contents of websites are automati-














cally archived by search engines and their removal would not imply removing them from the archives of search engines. The implementation of such register would also mean charging operators with very high and hard to estimate costs. Eventually, faced with resistance, the government withdrew their proposals.

The unsuccessful trial to launch the "Register" demonstrated that this may not be a proper direction of governmental actions aimed at improving the safety on the web. An alternative to introducing new solutions seems to be utilization of existing tools, which seems to be more effective. In particular:

(1) promoting voluntary application of filter software by parents and schools, based on a catalogue of prohibited websites kept by reliable organizations such as Internet Content Rating Association (ICRA) based on labeling system, (2) efficient application of currently binding legal regulations facilitating prosecution of crimes committed on the web, e.g. the penal code and the Act on Providing E-Services, as well as establishing a special institution operating under the International Association of Internet Hotlines (INHOPE) in order to activate a hotline for notifications of illegal contents by Internet users, (3) expanding international cooperation in the area of cybercrime, and in particular ratification of the Convention on Cybercrime of the Council of Europe signed on 23 November 2001 (4) encouraging telecom operators, as this is the case in Sweden and the Netherlands, to offer voluntary access blockades from the user computer to the websites located in catalogues, e.g. ICRA.

The advantage of such solutions is that they are based on self-regulation, whereas filter software is controlled by end users. The results of the WIP research show, though, that as few as 13% of computer owners employ such protective measures. Thus, in order to play an essential role in enhancing safety online, the government should consider deeper engagement in promoting self-regulating solutions, observing the standards of protecting the freedom of speech.

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