

Weronika Dopierała-Kalińska

Information on the Internet. The Content of Polish Online News Media in the Context of the Impact of New Technologies

Dissertation Summary

ENG

Weronika Dopierała-Kalińska's doctoral dissertation titled "Information on the Internet: The Content of Polish Online News Media in the Context of the Impact of New Technologies" provides an in-depth analysis of the influence of new technologies on Polish online media. The dissertation was written under the supervision of prof. UAM dr. hab. Szymon Ossowski at Adam Mickiewicz University in Poznań, at the School of Social Sciences, Faculty of Political Science and Journalism, in the discipline of social communication and media studies.

The main objective of the dissertation is to determine the nature of the relationship between technology, society, and information in online media with reference to the theories of technological determinism and social constructivism. Specifically, the goals of the dissertation are (1) to establish the mutual relationships between the processes of processing, transmitting, and producing information in online media; (2) to identify the areas in which new technologies determine various stages of the information production process, and those that are influenced by social constructs; and (3) to identify internal differences between different types of online media resulting from the impact of technology, in terms of the scale of production and the frequency of implementation of interactive elements in publications, and to determine their causes. This will allow for an understanding of the impact of technology on online media. The author relies on two key theories: technological determinism and social constructivism. These theories are essential for understanding the relationships between technology, society, and media.

The dissertation consists of five chapters that systematically discuss various aspects of the impact of technology on online media. The first chapter focuses on the status of mass communication in new media, the category of information in media, and the relationships between technology and society. The author analyzes how communication technologies shape society and discusses theoretical debates on technological determinism and social constructivism. Classic theories and studies are referenced to show how significant technological advancements in communication, from the invention of printing to the development of the Internet, have impacted society.

The second chapter examines the processing and transmission of information in the context of media convergence, highlighting the digital environment in which media operate, the

distribution and diffusion of media content, and media convergence. The author explores how the Internet, as a digital environment, affects the distribution and diffusion of media content, the mechanisms of information processing, and how media convergence integrates various forms of communication.

The third chapter discusses the production and transmission channels of information, including the evolution of technology and journalism, the definition of contemporary journalism, and the characteristics of information portals such as Wirtualna Polska, Onet, Interia, Rzeczpospolita, TVN24, and RMF24. The author analyzes how new technologies influence the processes of information production, how the definition and scope of contemporary journalism are changing, and the distinctive features of Polish information portals. Special attention is given to the interactivity of these portals and the role of journalists in creating media content.

The fourth chapter contains a diagnosis of the content of Polish information portals, focusing on the analysis of the scale of information production, interactivity in publications, and the conclusions drawn from these analyses. The author conducted a content analysis to investigate how Polish online news media produce and distribute information. Statistical analysis identified the level of interactivity in publications and the technologies used to enhance the interactivity of content.

The fifth chapter is dedicated to journalism in the digital environment, including the methodology of in-depth individual interviews, the importance of new technologies in journalism, and the standards and competencies in online media. The author conducted interviews with editors of Polish online media to examine their opinions on the impact of new technologies on journalism. These studies allowed for the determination of the standards and competencies necessary in online journalism and the identification of challenges and opportunities brought about by new technologies.

The methodology of the dissertation is based on a mixed approach, combining quantitative and qualitative methods. Content analysis, in-depth interviews, and desk research were utilized. The triangulation of theories and research methods enables a comprehensive examination of the impact of technology on online media. The dissertation demonstrates that information technologies significantly affect the functioning of media while simultaneously being shaped by social contexts and interactions. The processes of information production are complex and include stages from idea generation to publication, with technology playing a crucial role at each of these stages. New technologies have introduced interactivity as a key element of media communication, changing traditional one-way communication models to multi-directional

information exchange processes. In the face of technological advancements, it is important to develop media literacy in society to effectively use media and understand their impact.

Weronika Dopierała-Kalińska's dissertation provides valuable insights into the impact of technology on online media in Poland. Understanding these relationships is crucial for the future development of media and media education, which can support responsible and informed media use in society. The dissertation also includes an extensive bibliography, encompassing both classic positions in media and technology theory as well as the latest research on online media.