

Native online media and their audience in the context of popularizing cultural heritages through the Internet

Michał Piotr Pręgowski

**Institute of Applied Social Sciences,
Warsaw University,
Poland**

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Objectives

- Introducing patterns of Internet use
- Poland and the Internet – local experiences
- Portals as the dominant websites
- National enclaves in the cyberspace
- Agenda setting context
- Potentials for popularizing the cultural heritage

The Web is condensed

- in 1999, **80%** of all American website hits*...
 - ... went to just **0,5%** of all websites**
- 1/5 of all these hits:
 - Yahoo!, Excite (portals)
 - America OnLine (semi-portal & provider)
 - eBay
 - Microsoft
 - Disney
 - CMGI (business)

* - *Website hits = successful efforts to contact a site*

** - J. Waxman, *The Old 80/20 Rule Take One on the Jaw*. Internet Trends Report 1999 Review

Internet in Poland

- Poland: 38,6 million of citizens

Internet use, according to SMG/KRC (X-XII.2004)*:

- 26,1% of Poles (aged 15-75) are Internet users**
- Total number: *circa* 7,8 million people

Of the 7,8 million:

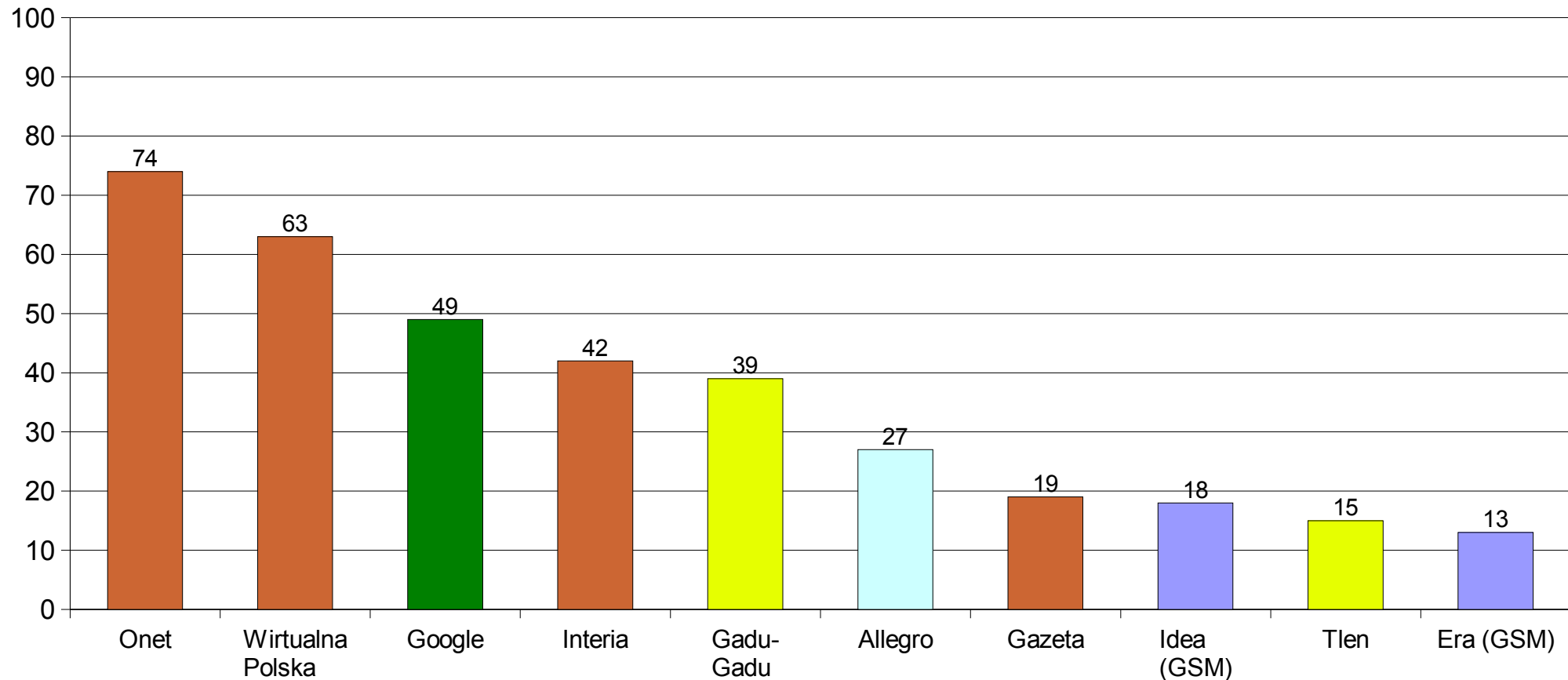
- 46% - daily or almost-daily use

* - (NetTrack survey by SMG/KRC, X-XII.2004, age group 15-75; published 1.02.2005)

** - Internet user = person who uses Internet at least once a month (international definition; Internet Advertising Bureau, USA, www.iab.net)

Most popular websites, X-XII.2004

"Which websites do you visit?"



Potentials of influence by native e-media

Among 10 most often visited websites there are...

- 9 **Polish** – 1 **foreign** (search engine; Google)
- 4 **web portals (1st, 2nd, 4th and 7th place)**
- 2 instant messengers
- 2 GSM operators (SMS)
- 1 online marketplace (auctions)

Onet.pl – the biggest website

Szukaj: Polski Internet [Katalog stron WWW](#) [Filtr rodzinny](#) [Reklamuj się w wyszukiwarce](#)

Sobota, 2004.04.03 [Jakuba Pankracego, Ryszarda](#) [Wyślij](#) [GMS](#)

[Gdzie leży dobry śnieg na narty?](#) [Zobacz kamerki internetowe](#)

Polecamy w portalu [Więcej](#) [Pasaż: Małga wiosna!](#)

Rybki www sieci
Coraz więcej Polaków traktuje Internet jako niezbędne urządzenie do lepszego życia... [Więcej](#)

- [Polska krew](#)
- [Władca kobiecych serc](#)
- [Szpiedzy - elita władzy](#)
- [Nie daj się zaskoczyć](#)
- [Rozwód coraz bliższy](#)
- [Dokąd na piwo?](#)

Forum: [Szyfrant: Wiem dlaczego terroryści wybierają zawsze 11-tę](#)

Otoloto: [Masz szansę wygrać nawet 100 000 zł - nic nie płacąc](#)

Komórki: [Dzwonki, kolorowe logosy, gry java do Twojego telefonu!](#)

Moto: [Sprzedaj samochód - szybko i skutecznie !!!](#)

Serwisy tematyczne w Onet.pl [Wszystkie serwisy](#)

Nowe! [Wielkanoc](#) - nowy serwis świąteczny

Fakty: [Wiadomości](#) [Sport](#) [Kioski](#) [Pogoda](#) [Europa](#)
[Rozmowy w toku](#) [TVN24Live](#)

Kioski: [Polityka](#) [Tygodnik Powszechny](#) [Charaktery](#) [Gala](#)
[Businessman Mag.](#) [National Geographic](#)
[Tygodnik Forum](#) [Technopolis](#) [Czytelnia](#)

Pieniądże: [Biznes](#) [Giełda](#) [Waluty](#) [Podatki](#) [Firma](#) [Praca](#)
[Pasaż finansowy](#) [Karta kredytowa](#)

Informacja: [Encyklopedia](#) [Słowniki](#) [Menedżer](#) [Medycyna](#) [PKP](#)

onetonek! 020 95 80 [więcej](#) [Przełącz się!](#)

Sprawdzone numery do Internetu

- [Internet za darmo!!!](#)
- [Internet za darmo!!!](#)
- [Internet za darmo!!!](#)
- [Internet za darmo!!!](#)

• [OnetPoczta Pewna i bezpieczna](#)

Gorące wiadomości

[«Oleksy, w razie konieczności, gotowy zostać premierem](#)

- [Janik karci kolegów: Najpierw koalicja!](#)
- [Jaskiernia zrezygnował z PE](#)
- [Terror w Hiszpanii: Bomba na torach](#)
- [Pedofil ze Śląska zwałcił co najmniej 2 dzieci](#)
- [W. Brytania: 99-latek - morderca](#)
- ["The Sun" o Polakach z fałszywymi dokumentami](#)
- [Kula ognia nad Polską: Co zobaczyli badacze](#)
- [W Polsce nadchodzą czasy wielkich powodzi](#)
- [Google przygotowuje nową usługę](#)
- [Niemcy chcą spędzać święta w Polsce](#)

Wiadomości: [Kraj](#) [Świat](#) [Gospodarka](#) [Sport](#) [Rozrywka](#)
[Nauka](#) [Ciekawostki](#) [Internet i komputery](#)

Gorące tematy

- long-time leader
- created in 1996
- brand awareness: **96%** of Polish Internet users admits to know Onet
- **74%** admits to visit Onet
- reached **2 billion page views per month** (December 2004)

Native portals, national enclaves? (1)

- agenda setting (Lazarsfeld and Merton, 1948; McCombs and Shaw, 1972)
 - media have ability to influence the cognitive structure of their users
 - media do not suggest people *what to think*, but...
 - ...people are suggested *what to be interested in*

Portals: contradiction and possessiveness

- starting places for beginners
- most important websites in Poland
- versatile offer
- frequently visited
- potentially very prominent in influencing people

Native portals, national enclaves? (2)

Portals: contradiction and possessiveness (continued)

- free applications for social activity:
 - WWW & e-mail account
 - blogs
 - chat-rooms
 - dating services
 - e-cards
 - Usenet browsing
 - cell phones services + SMS gates
 - etc. etc.
 - keeping visitors in, not encouraging them to “see the world”
= **creating an enclave**
- NetTrack shows the cause and the effect in one

Native portals, national enclaves? (3)

Wirtualna Polska ("The Virtual Poland")

Gazeta.pl
– bases on a newspaper

Users and their activities online

When online, Poles seek information regarding:

- study, work (69% male, 62% female)
- hobby (~50% both)
- news (50% male), **culture** (50% female)
- culture = literature, music, movies, theatre

Most important activities:

- seeking information
- communicating with others

(NetTrack survey by SMG/KRC, X-XII.2004, age group 15-75; published 1.02.2005)

Academic websites vs. the leader

Comparing the numbers:

- portal Onet.pl: **2,000,000,000** views
(December 2004) **ca. 64,500,000 / day**
- Warsaw University website: **2,937,245** index page views
(March 21th 2004 – April 4th 2005) **ca. 7,770 / day**
- Institute of History, Warsaw University: **89,421** views in
total (November 15th 2001 - April 4th 2005) **72 / day**
- Journalism professor of Warsaw University, his
personal research WWW (between 1999-2005): **23,143** views
12 / day

Search engines and browsing the Web

- cognitive miser theory (Fiske, Taylor 1991)
 - humans have limited processing capacity
 - being a miser is the best use of these resources
 - cognitive miser = using heuristics, cognitive schemas, stereotypes
- applying to the Internet:
 - massive research on Altavista search engine, 1998*
 - 1 billion queries analyzed
 - **77%** sessions included **only one query**
 - **85%** of users viewed **only the first screen** of search results

* - C. Silverstein, M. Henzinger, H. Marais, M. Moricz. *Analysis of a very large AltaVista query log*. SRC Technical Note 1998-014. October 26.

Conclusions

- Internet traffic seems to be highly condensed, leaving little space for important initiatives without serious support (funds, people, affiliations)
- Web portals, as the “new press” are able to impose the audience's main directions of interests
- Portals are possessive towards their users, thus tend to create national enclaves over cyberspace
- If the message is to reach people, it should get through the search engines very effectively and/or be supported by the most visited websites

How to promote cultural heritage?

Some ideas:

- preventing the “dispersion” of most important scientific initiatives & efforts
- website positioning in the search engines
- getting national **Top 10** interested
- **Google** case
- cooperating with e-media (portals)

What's in the offer for the portals?

- flaws of portals, in Poland:
 - similar offer
 - homogeneous news content
- heritage as a part of differentiation
- good PR for the company

Thank you for your attention!