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Abstract of the doctoral dissertation

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Social media users and their information activity

Social media users are not homogenous. Their ability to influence others is larger or smaller depending on the particular place they occupied in the communication structure. The coexistence of media and users – formally known as recipients in one area of social websites releases interactions that are the basis for the communication structure operation and formation. Both elements – the structure and operation are the foundations of this work. Users build the structure – they are its basis, whereas its operation results from the interaction between them. Information activity is a result of the users' communication behaviors and the exchange of the messages possessing different nature – social, cultural, political, etc. Information activity is also an behavior aimed at seeking information and its use – usually in the form of opinions publishing on selected topics and joining into discussions carried out by other users.

The specific behavior of non-professional users depends on information that is pressed into the area of social media communication by journalists. Another effect is caused by entertainment materials, other by moving social themes – family, home, unemployment, and yet other political issues – decisions taken by politicians, statutes, actions of the government or political parties. To the latter author devoted the considerations contained in this work. Politics is a category that arouses a lot of emotions among public opinion. Issues related to the health service, the activities of individual ministers, unemployment or finances, and even controversial decisions taken by the rulers, affect the public discourse the most – manifesting humans beliefs, sympathies or dislikes. There are three dimensions in which the issue of political communication should be considered : 1) exchange of messages within the political agenda, 2) relations between the media and politicians, and 3) communication about political activity. The author limited the analysis of users' activity to the last of aforementioned levels. The resulting

research area running on the axis: professionals (media) – non-professionals (recipients) limited considerations only to media relations with the auditorium – considered as a weak link in political communication.

The aim of the study is to provide the sufficiently comprehensive knowledge about media and public agenda interactions in Facebook. The topic also includes considerations regarding the impact of a certain type of news on the behavior of recipients. In order to diagnose users' information behavior, the author introduced categorizations of published materials due to saturation measure related to political issues. This allowed to classify news in terms of the subject and to determine the impact they have on the non-professionals. Diversification of quantitative and qualitative data and separation of the users into two groups, highlighted the importance of both in creating a social media information structure.

To present the structure of communication in social media and the principles of its operation, a lot of space at work is devoted to specific methodological solutions and research techniques. The analytic structure created by the author included empirical quantitative methods, which form the basis of the research, and qualitative methods. At the same time, they were subjected to a the comparative analysis. In result it made possible to determine the method of constructing the media coverage and public discourse. Six leading Polish media were selected and included for the analysis: TVN24 (tvn24.pl), TVP Info (tvp.info), *Gazeta Wyborcza* (wyborcza.pl), *Rzeczpospolita* (rp.pl), Onet.pl oraz Wirtualna Polska (wp.pl).

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