Faculty of Mass Media Communication
University of Ss. Cyril and Methodius
in Trnava, Slovakia

MARKETING
IDENTITY

Digital Life - part II.

Jozef Matúš
Dana Petranová
(eds.)

FMK
Fakulta masmediálnej komunikácie
Faculty of Mass Media Communication

DIGITAL LIFE

Faculty of Mass Media Communication
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Conference Proceedings
from International Scientific Conference
10th – 11th November 2015
Congress Hall of the Slovak Academy of Sciences
Smolenice, Slovak Republic

Trnava
2015

MARKETING IDENTITY: Digital Life – part II.
Conference Proceedings from International Scientific Conference „Marketing Identity 2015: Digital Life", 10th – 11th November 2015, Congress Hall of the Slovak Academy of Sciences, Smolenice, Slovak Republic

All the submitted papers were individually reviewed in an anonymous double blind peer review process on basis of which the editors decided about their publication in the conference proceedings.

The authors of individual scientific papers are responsible for technical, content and linguistic correctness.

MARKETING IDENTITY
Digital Life

International Scientific Conference, 10th – 11th November 2015
Congress Hall of the Slovak Academy of Sciences
Smolenice, Slovak Republic

The international scientific conference held annually by the Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava has become a traditional event supported and attended by renowned mass media communication theorists and researchers as well as by media and marketing professionals.

The aim of the conference is to map the latest knowledge and trends in the field of marketing communication and to create space for spreading up-to-date scientific knowledge and practical experience in the field of marketing, media and communication while outlining the importance of innovations and supporting the critical dialogue between scholars affiliated with academic institutions and professionals with practical experience. The international conference Marketing Identity (called New Trends in Marketing until 2012) which was held for the twelfth time at the Smolenice Castle, Slovakia, is organised by the Faculty of Mass Media Communication UCM in Trnava. The conference took place on 10th – 11th November 2015. It was attended by nearly 200 participants coming from 8 countries who were affiliated with more than 30 different academic and research institutions and 15 professional organisations.

The main theme of the conference was concisely expressed by its subtitle: Digital Life. The issue of digital life is currently related to ordinary lives of us all. Whether in terms of private life or business practices, people around the world are dragged into the digital environment, use its undeniable benefits and at the same time deal with inevitable negative aspects of digital communication. It was highly interesting and challenging to discuss these issues within the academic circles in order to see the related problems in wider contexts. The sessions involving conference participants and their contributions were divided into four different sections as follows:

- Section 1: Digital Marketing
- Section 2: Digital Consumer
- Section 3: Digital Games
- Section 4: Digital Media

We would like to pay particular attention to the third section aimed at discussing digital games – individual contributions to the associated issues

were aimed at various aspects of this highly dynamic and current field of scholarly interest which is, named as Theory of Digital Games, an important latest addition to the study programmes offered by the Faculty of Mass Media Communication. It is a rather new field of academic interest which is nowadays reflected on frequently and very enthusiastically.

We were honoured to meet many regular but also new participants and guests from abroad. Our foreign guests came from Austria, the Czech Republic, Germany, Poland, Romania, Russia and the United Kingdom. Besides welcoming many professionals working in the academic circles, whose papers are available on the following pages, we were also delighted to welcome marketing and media professionals who offered practical perspectives of discussion topics. The discussions were aimed at various creative and efficient digital solutions, successfully implemented campaigns, interesting case studies. Since our Faculty considers merging theory and practice as very important or rather necessary, we would like to thank them for accepting our invitation.

More information on the Marketing Identity conference, programme schedules, deadlines and photo galleries related to previous years are available at:

Conference website:
http://fmk.sk/marketing-identity/mi2015

Faculty website: http://fmk.sk

Facebook website of FMK conferences:
https://www.facebook.com/KonferencieFmk
(All photos from the conference are here to see)

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Dear Friends, Dear Colleagues,
Dear Members of Scientific Community,

I am proud to present the conference proceedings related to the annual international scientific conference Marketing Identity 2015: Digital Life. The conference was organised by the Faculty of Mass Media Communication at the University of SS. Cyril and Methodius in Trnava on 10th and 11th November, 2015 in the Congress Centre of the Slovak Academy of Sciences in the Smolenice Castle (District of Trnava, Slovakia).

While looking for a suitable and interesting main topic of the 12th year of our traditional academic event, which would be able to attract the attention of scholarly circles and also open new communication lines in order to discuss and consider the given problems within business practice, we followed the message of Peter F. Drucker's famous quote: *"Innovation is the specific instrument of entrepreneurship… the act that endows resources with a new capacity to create wealth."* Nowadays, in the ever-changing business environment influenced by strengthening competition strategies, innovation is the main driving force of meeting all needs and expectations expressed by increasingly demanding customers. Marketing Identity 2014's main discussion topic, "Explosion of Innovation", was thus followed by focusing on digital forms of innovation in 2015.

The academic, research, project as well as publishing activities of the Faculty of Mass Media Communication are strongly associated with the field of media studies – our autumn scientific conferences focus on the issues of marketing, marketing environment, marketing communication and consumer behaviour, while the spring conferences look for answers to the questions of media functioning, media ethics and media philosophy.

Lately, our Faculty has been intensively engaged in scholarly reflections on the issues of digital games and digital games theories. The new study programme titled *Theory of Digital Games* was introduced in the academic year 2015/2016. It is a modern study programme, one of a kind in the Central European research and scholarly environment. Dana Petranová, Dean of the Faculty, outlines its importance and uniqueness: *"Digital games are, on the one hand, a young and so far unexamined artefact of our culture and society – on the other hand, the video and computer games industry is a dynamic part of media production and lucrative segment of the entertainment industry."*

Taking into consideration this basic premise, the scientific and organising committee of the conference decided to deal with the topic of **Digital Life** which was, in accordance with thematic specification of individual contributions, divided into 4 sections: Digital Marketing, Digital Consumer, Digital Games, and Digital Media. The digital life, being a unique phenomenon in its nature as well as the latest trend in communication in the 21st century, is frequently discussed by sociologists, psychologists, marketing specialists and media theorists. Contemporary generation of so-called digital natives[1] (the generation that was born to the world of digital media and the Internet) spends increasing amounts of time in the online environment. The virtual world gives the digital natives extensive opportunities to communicate via various channels, look for entertainment, educate themselves, establish their relationships, contribute to lives of smaller or bigger communities, make purchasing decisions or perform financial operations. On the contrary, digital immigrants[2] (older persons who were not born to the digital world) have to adapt to the new world which has emerged throughout their adult lives. This adaptation process is quite demanding – the aim here is not to feel as strangers within the new world of digital communication and culture. The outlined issues became the essential topic of discussions during Marketing Identity 2015.

I am delighted to conclude that the above-mentioned selection of 12th annual Marketing Identity conference's main topic was the right way to take steps towards deeper scholarly understanding of the related problems. Compared to previous years, the conference enjoyed more attention than ever before, whether in terms of the number of registered participants, the amount of presented scientific contributions or published academic texts of the highest quality. The conference welcomed nearly 200 attending scholars and professionals coming from 8 countries who were affiliated with 32 different academic institutions and research organisations. The conference proceedings *Marketing Identity 2015* are published in two different volumes, as *Marketing Identity – Part I.* and *Marketing Identity – Part II.* I am convinced that our Faculty's scientific events are so popular not just because of their proceedings being indexed in the renowned international citation database *Web of Science,* but also thanks to offering a unique, friendly and at the same time highly professional discussion environment which is, in terms of

1   PRENSKY, M.: Digital Natives, Digital Immigrants Part 1. In *On the Horizon*, 2001, Vol. 9, No. 5, p. 1-6. ISSN 1074-8121.
2   Ibidem.

scholarly fields of media studies and marketing communication and their development in Slovakia, currently unmatched. Using the words of renowned Professor Jaroslav Světlík, one of the regular conference participants, our conferences are nowadays unmatched also within the whole Central Europe.

Dear conference participants, please let me express my belief that the conference proceedings from *Marketing Identity 2015* you are holding in your hands will offer you a lot of interesting and inspiring knowledge and opinions useful for further academic or professional discussions and future development of the field of marketing communication. I believe that you will continue to honour us with your kind support and we will meet in Smolenice in 2016 and in many years to come.

assoc. prof. PhDr. Ľudmila Čábyová, PhD.

Faculty of Mass Media Communication
University of SS. Cyril and Methodius in Trnava

MARKETING
IDENTITY
2015

Digital
Consumer

ON-LINE APPLICATION FEEDBACK GATHERING TOOLS

Jakub Berčík – Roderik Virágh – Peter Šimončič

Abstract
Communication through the Internet gains more importance in case of constantly changes, dynamism of environment, globalisation and development and greater use of technologies. The Internet offers a new, alternative method of marketing communication in order to inform customers about products and it should help them by buying decisions. In the same time it offers different options for gaining feedback on multi-platforms about aggregated visitors of websites behaviour to create more effective on-line applications. The most often used methods for research are the method of measurement at user, heat map method (ClickHeat, ClickDensity, Mouse Eye Tracking, CrazyEgg, mYx heat maps, ClickTale and Reinvigorate), method of investigating panel with use of questionnaire surveys and the pop-up method. In this paper heat maps are analysed created on the basis of a database obtained from a website of the chosen company and highlights other options to make this website more effective. The conclusion suggests options of expanding research of on-line communication features of relatively new forms by respondent participation through neuromarketing methods.

Key words:
Digital technologies. Heat maps. Marketing communication. Marketing research. On-line applications.

Introduction

In the digital world, with the development and increased use of the internet together with the constant growth in the number of its users, it is commonplace that the companies present themselves on the internet and also use the internet to acquire new information, ideas, as well as feedback from their customers. Obtaining feedback can be through conscious or unconscious response. In this context, it is possible to obtain feedback by information analysis without the direct participation of the visitor of the website, often without his awareness. Thus, the gathered data are easier to interpret and better represent the base group. In the case of information obtained with the participation of the respondent, the user of the online application itself decides whether or not he provides information.

1 Theoretical background

Websites are necessary part of global economy and business. In the digital world of nowadays the competitive advantage is in usage of modern marketing methods, e.g. websites. Websites are digital gateways to information about companies, shops, businesses, financial markets, etc. Design and subsequent updating of websites are therefore very important. Heat maps are useful by analysation of them and web designers can change the whole interface of a website according to user's preferences.

Relatively new technique of the evaluation of websites are heat maps. Although, the idea of heat maps came out of a relatively long history of matrix displays, before and after the computer era. As with many graphical methods, the cluster heat map involved a creative synthesis of different graphical representations devised by a number of statisticians. Maps show the website areas which are most frequently clicked on by the users. The data may be displayed in two ways: click map and heat map. The map of clicks is represented by crosses, whereas the heat map is represented by circles. Click map shows the position of every click on a page, creating a virtual map of visitor activity. Many clicks on the same point are represented by one cross. The number of crosses on the map is equal to the number of the different points on the website clicking by the user. Whereas, on the heat maps the areas that are clicked most often appear in red (these are so-called hot spot), while the areas clicked least often appear in blue or with no colour at all. Therefore, a heat map is a visualization of data which uses colour to represent data values in a two-dimensional image. Data are gathered during a normal functioning of the website. Monitoring program works in background and is totally invisible and transparent for the user.[1]

Heat maps belong to visual attention studies. In visual attention studies, a heat map is a 2D map in which the value of each pixel represents its attentional attractiveness. It can be generated from eye-tracking experiments or attention model simulations.[2]

Designing a website is very similar to designing a store. In fact, your website really is a store – a virtual store on the Internet. Grocery store chains have spent millions of dollars in market research watching and documenting how shoppers enter the store, turn right or left, and then graze their aisles. You need to know how a visitor enters your website and what his eyes look at. For example, if you decide to have a sale this month, you might want to add a special sale image, say, at the top of your right column. Wouldn't you want to know if the majority of your visitors are seeing that special notice?[3]

There are several benefits to using click heat maps analysis tools to visually understand what your visitors are clicking on. First, they can tell us if your visitors are clicking on what you want them to ideally click on, for example your important calls-to-action. This may sometimes be very different from what you expect to be clicking on. Another good benefit of using click heat maps is to analyse how visitors use your main navigation links – for example, your header and left-hand navigation menus or your related links sections. This way you

1   KAZIMIERZ, CH.: Computational Collective Intelligence. In KOWALCZYK, R. (ed.): *Computational Collective Intelligence: Technologies and Applications. Conference Proceedings.* Wroclaw : Springer-Verlag Berlin Heidelberg, 2011, p. 417.
2   POMPLUN, M., SUZUKI, J.: *Developing and Applying Biologically-Inspired Vision Systems: Interdisciplinary Concepts. Premier Reference Source.* Hershey, PA : IGI Global, 2012, p. 306.
3   ARNOLD, J. et al.: *Web Marketing All-in-One.* New Jersey : Wiley, 2012, p. 252.

can understand which links are the most popular and which ones don't seem to resonate with your visitors. Based on the results of this, you can optimize your navigation options to better engage and convert your visitors. Click heat map analysis will ultimately help you understand what needs testing and improving on your pages.[4]

Heat maps or other density reports are powerful for their simplicity – anyone on the website redesign committee can interpret how visitors are interacting with that page. Library staff can create this type of reports by implementing a click density tool on the website during testing to capture that click information. Heat maps generalize usage on a web page but use colour to show areas of high and low traffic; the warmer the colour (reds, yellows, and oranges), the more click there were in that area of the page.[5]

Heat maps are the most commonly known visualization type, as they are often used to depict the distribution of visual attention over webpages.[6] Heat maps are, for better or worse, eye tracking's signature visualization. This graphical representation of visual behaviour data renders gaze or fixation points of one or more participants in a colour-coded intensity plot of visual behaviour. As a snapshot of aggregated visual attention, this graphic is efficient and useful. However, it is important to keep in mind two limitations: (A) attention to page elements that require little time to process will be deemphasized in a heat map, and (B) a heat map does not take into account the time-course of the visual interaction.[7]

2 Practical use of heat maps and analysis of gathered feedback

We have performed the analysis on 100 anonymous visitors of www.vitaverde. sk website. For better overview we have attached the distribution of individual pages on picture 1 below. Based on number of visits of these individual pages and technical dispositions we have chosen 2 subpages namely page with cosmetic treatments and face treatments (/nase-sluzby/kozmetika) and a page with massage and body treatments (/nase-sluzby/masaze). Although it would seem better to choose page with highest number of visits, we could not chose first two pages (/objednavky/dayview and /objednavky), because those are dynamically

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4   PAGE, R.: *Website Optimization: An Hour a Day – A Conversion Rate Optimization and A/B Testing Guide.* Indianapolis : Sybex, 2012, p. 305.

5   FARNEY, T., MCHALE, N.: *Web Analytics Strategies for Information Professionals.* Chicago : ALA TechSource, 2013, p. 59.

6   KOUROUPETROGLOU, G.: *Assistive Technologies and Computer Access for Motor Disabilities.* Athens : University of Athens, 2013, p. 92.

7   WONG, W., BARTELS, M., CHROBOT, N.: Practical Eye Tracking of the Ecommerce Website User Experience. In STEPHANIDIS, C., ANTONA, M. (eds.)*: Universal Access in Human-Computer Interaction. Design for All and eInclusion. Conference Proceedings.* Las Vegas : Springer-Verlag Berlin Heidelberg, 2011, p. 115.

generated "calendars" with booking. As for the third site (/), it is main page of whole website, and would be best suited, however page www.vitaverde.sk has two additional subdomains – shop.vitaverde.sk and blog.vitaverde.sk, which have identical path (/) therefore we cannot distinguish for sure, from which site that data is.

Further we will analyze individual aspects of visitors' behavior from the view of their scrolling behavior (scroll map), mouse movement behavior (movement map), click behavior (click map) and we will take a look at experimental attention overview (attention map), which should show us, which parts of our site visitors pay attention the most.

2.1 Scroll map

Scrolling is a vertical movement around website using scroll bar or mouse wheel and/or by any other method. This movement is captured by a scroll map (shown in pictures 2 and 3); a tool to analyze how visitors pay attention to individual area of website. With the help of scroll map it is possible to find out how low visitors scroll and which parts of website are most viewed. These information can help web developers to choose the best length of website and where to put most important information like call to action buttons, sign in buttons etc.

Picture 1: Overview of tracked sites
Source: Own processing
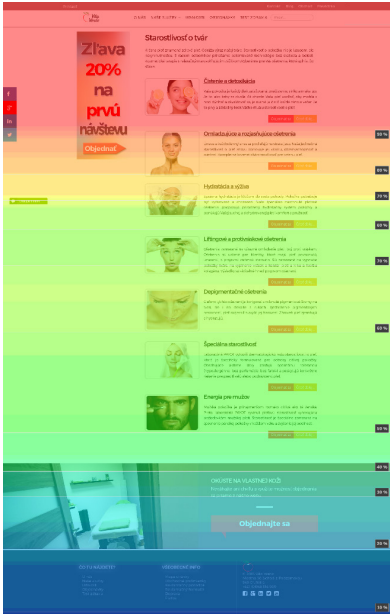
Picture 2: Scroll map – Cosmetics
Source: Own processing
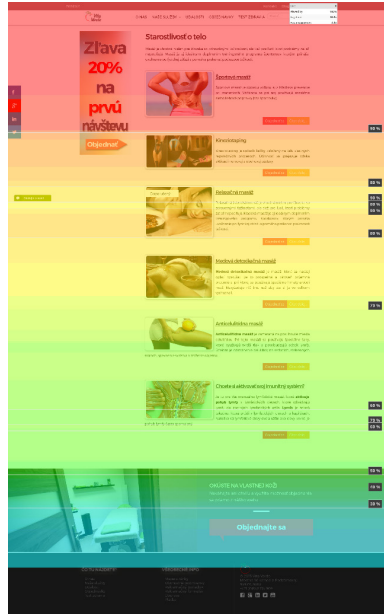
Picture 3: Scroll map – Massages
Source: Own processing

On pictures 2 and 3 we can see a map of scrolling through cosmetics and massages sites, which shows how deep visitors scrolled their window. As we can see approximately only half visitors had seen the whole offer is approx. two thirds of webpage, while the first third had seen approx. 90-100% of visitors.

Interesting fact is, that while second third of cosmetics page had seen approx. 60% of visitors, the same area on massage page had been viewed by approx. 80% of visitors. We attribute this actuality to the fact, that while on massage page the most searched and wanted treatment (relax/classical massage) is in this region and on top of this, it is marked as featured. On cosmetics page this kind of treatment (basic cosmetic treatment) is placed in first third (first item). Thanks to this feedback, we can see how important it is to place most important elements to the top, while the most interesting and/or searched for items should be placed lower, to the middle of the page. Lower call to action module (booking) has seen only around 20% of visitors, and they correctly took it as an end page signal. We can see, that almost nobody scrolled bellow this region, which is alright as we want people to stop on this module.

2.2 Movement map vs click map

The map of mouse movement, shows where visitors pay attention. Like eye tracking, but in real life and at a fraction of the cost. You can improve your page(s) by locating key content and elements where it counts. On the other hand measures and displays statistics for clicks on your site. The map displays clicks on all the page elements (in some cases including also ones that are not links) and helps you evaluate the overall usability of your website, identify the most popular sections, and see which sections users mistake for links.
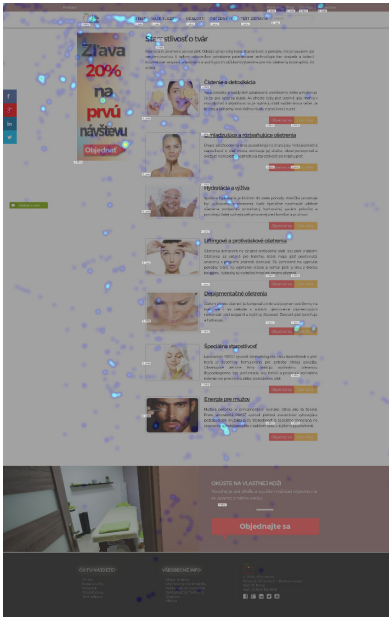
Picture 4: Movement map – Cosmetics
Source: Own processing
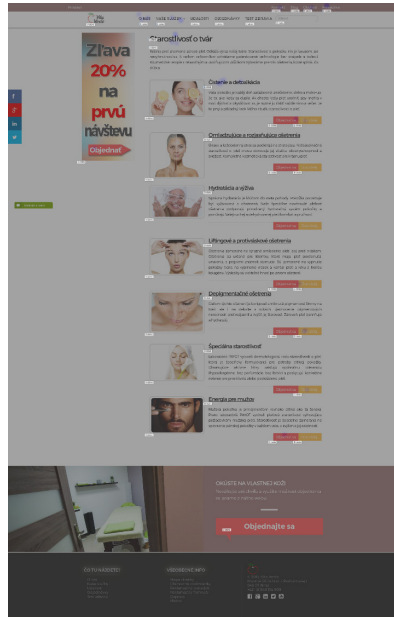
Picture 5: Click map – Cosmetics
Source: Own processing

Instead of comparing cosmetics page with massage page we have chosen to compare and evaluate movement map and click map for cosmetics page only as they are very tied together. The fact we omitted massage page comparison is due to limited space of this work as well as very similar results in this section. To get a glance of this analysis we presented two pictures above, where we can see mouse movement (pic. 4) and clicks (pic. 5) on a cosmetics page. From this comparison we can see, that visitors moved their mouse mostly around first action call (20% discount offer on first visit), but single click in this region indicates, that either it is not so lucrative and exciting or visitors still don't have enough information to exploit this call (higher click on individual services and About us menu link)

2.3 Attention map

Attention map shows where visitors are most engaged and least engaged. It helps you discover how people click, move the mouse, or interact with different parts of a page. In other words, it shows what type of content visitors find interesting.[8] Creation of these maps is a trade secret of tracking portal of our choice, www. mouseflow.com, and therefore we would like to test it with our eye-tracking in close future.
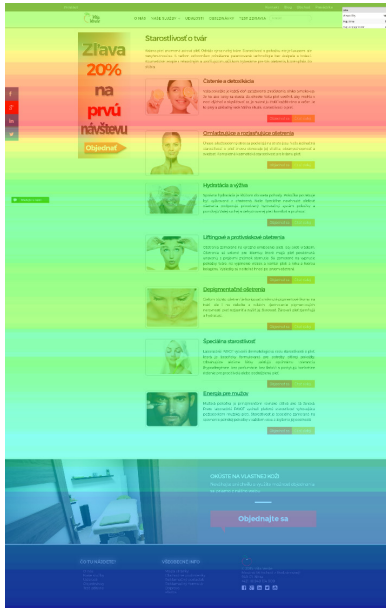
Picture 7: Attention map – Cosmetics
Source: Own processing
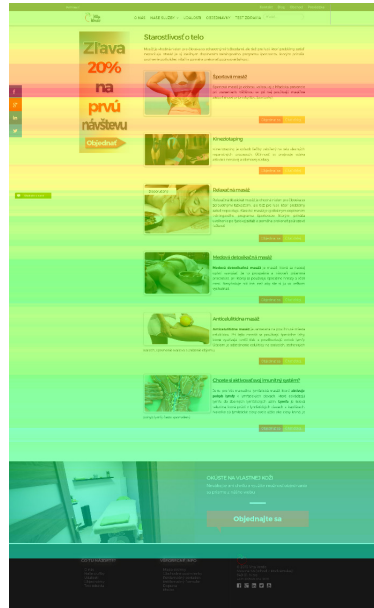
Picture 8: Attention map – Massage
Source: Own processing

On pictures 7 and 8 we have a comprehensive overview in which services (whether massage or cosmetics) people according www.mouseflow.com are most impressed. As well as with other maps, the warmer the overlay, the higher the interest. We observed that the hottest hue (red) is on the first item. In this case, it is possible that the figures are inflated, because of the location of items – top content will appear each time the page is loaded. For other items, we can already see the subtle differences between the colors blue and yellow. From this we can deduce that items like Depigmentation treatments from cosmetics and Relax and Anti-cellulite massage grabbed a little more interest than other items. Warmer color of the massage map (especially bottom part), indicates that, if a visitor is more interested in individual items on a page, it is more likely that he/she will be more inclined to watch other parts of website as well.

8   *Mouseflow.com.* [online]. [2015-09-25]. Available at: <www.mouseflow.com>.

Conclusion

Understanding customer behavior on the internet is not always easy. It is important to monitor how individuals, groups or companies buy, use and dispose of products, services, ideas or experiences to meet their needs and desires. Customer behavior is influenced by many factors, such as cultural, social, personal and psychological. It is particularly important to have an overview of all the factors influencing behavior on the internet, as each online application must be adapted to the customers of different cultures and social backgrounds. Sellers in the digital world must realize that the customer's process of searching and shopping in virtual shops differs from that in real life. In terms of efficient creation of online applications, it is necessary to pay attention to research on the internet that takes place both without and with the participation of the respondent. In the presented paper, we analyzed the websites of companies involved in the provision of relaxing and beauty services. We focused on various aspects of the behavior of online visitors, from the viewpoint of moving vertically through the page (scroll map), moving the mouse (movement map), clicking on individual elements (click map), as well as on the experimental estimate of attention (attention map). Despite the fact that we gathered important information about customer behavior in the online environment, we propose to extend similar investigation in the future by a test with the participation of the respondents with the use of neuromarketing. Relatively higher costs related to the use of neuroimaging and biometric methods are compensated in the form of more accurate information about consumer preferences and behavior in the online environment. In the future, we plan to carry out also biometric testing (using eye tracking) on the same websites, in order to compare data denouncing the behavior of consumers in the online environment recorded without the participation of the respondent with the data obtained by measuring the actual interest points in the presence of the consumer. The use of neuromarketing methods when examining online applications and web experience is in the development stage. Over time, however, it can be expected that neuromarketing methods will become a leading neuromarketing research tool for marketing researchers in the field of online applications as well as for web designers.

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POMPLUN, M., SUZUKI, J.: *Developing and Applying Biologically-Inspired Vision Systems: Interdisciplinary Concepts. Premier Reference Source.* Hershey, PA : IGI Global, 2012.

WONG, W., BARTELS, M., CHROBOT, N.: Practical Eye Tracking of the Ecommerce Website User Experience. In STEPHANIDIS, C., ANTONA, M. (eds.): *Universal Access in Human-Computer Interaction. Design for All and eInclusion. Conference Proceedings.* Las Vegas : Springer-Verlag Berlin Heidelberg, 2011, p. 109-118.

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DIGITAL CONSUMER IN SEGMENT OF SENIORS AND THEIR IMPACT ON DYNAMIZATION OF SERVICE ENTERPRISES

Miroslava Čukanová

Abstract
Innovation and digital technology have become part of everyday life. Using of Internet and electronic services is in progress. However, seniors have a place in the contemporary digital world? The aim of this paper is to show the relationship between household spending (pensioner) and purchases of seniors over the Internet in the last 5 years. In this case we used methods of scientific work, correlation and regression analysis in 6 categories of seniors purchases through the Internet. Strong dependence was confirmed in category of purchases clothing, sporting goods. Proved relationship between seniors' expenditure and online purchasing is proof of existing level seniors digital consumption. This is a precondition for coming dynamization enterprise in the service sector and thus a creation of Gazelles.

Key words:
Consumer. Gazelles. Innovation. Senior. Silver economy.

1 Senior – the consumer in digital era

Senior, senior citizen, older person, silver person, maybe pensioner... or how can we name the person born in the 50s. For this article we will use the name „senior". What will we introduce in associated with aging:[1] silver hair, wrinkles, bad posture, the deteriorating memory, a variety of diseases. These symptoms are a sign of aging, but these characters are not sufficient to determine the classification person to seniors. Currently, many men in their forties look very similar. However, we can say that the aging also influenced by other factors such as the culture of society and historical period. The word „senior" in literature has not same perception. In this topic is engaged in more than one author. By Karki[2] is a senior citizen someone who reached the age of sixty (60) years old, (Karki, 2009). The World Health Organization divided old people into four groups (older are 60-75 years, old 75-90, very old 90-100 and long-life people aged 100 years and over). Seniors have different consumption habits, different preferences and different consumption patterns and different needs than young people. Generally assumed to have more free time, a different mode day, not worried about unemployment, do not invest. In terms of the Engel law then applies that the person disposes of a large amount of money, the fewer shares issued for essential

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1 ŠIPÖCZOVÁ, E.: *The Seniority as a Specific Part of Life and its Contemporary Shape.* [Master Thesis]. Brno : Filozofická fakulta Masarykovy univerzity v Brně, 2011, p. 10. [online]. [2015-10-06]. Available at: <http://is.muni.cz/th/218002/ff_m/?lang=en>.
2 KARKI, A.: *Loneliness Among Elderly Women: a literature Review.* [Bachelor's Thesis]. Esbo : Laurea University of Applied Sciences Otaniemi in Espoo, 2009, p. 6.

living needs and spend more for example on health, recreation or culture.[3] Seniors now represent a stable segment. In the context of an aging Europe, the number of people categorized as senior will accrue.

The aging population represents a large burden on society in terms of public resources, but again on the other hand, the aging population brings new challenges and opportunities that have a positive impact on economic growth.[4] Segment of the seniors represents perspective potential also for service businesses. These operate as an important phenomenon in the digital economy. They are producers of software and other process solutions for general use through the „transformative power of innovation services". The development of special solutions for seniors in different areas of their life is an opportunity for the dynamic service industries, emergence start-up companies and gazelles. In addition to direct production of services for seniors, is the scope for acceleration service industries through the involvement of service innovation in another production in which seniors represent a consumer segment.[5] Therefore, at present, we focus on concept of silver economy. It is composed of consumers over the age of 50 years. Although commonly referred to as old age is not exactly established age limit. For example, the United Nations also had not taken standard valid criterion of age, but in general, people aged 60/65 + are older population. Slovak Academic Institute older population divided into three groups:[6]
• 50 – 64 – young-old,
• 65 – 79 – old-old or middle old,
• over 80 – oldest-old or very old.

Silver economy also can be characterized in different ways:
• Adaptation of the economy for the future needs of the growing number of older people,[7]
• New economic opportunity for increasing economic growth and job creation consists in responding to the needs of older people by providing access to particular products and services that improve their quality of life,[8]
• Development and marketing of innovative products and services for the elderly.[9]

3   BLAŽEJ, J.: *Nový vek starých kolien.* [online]. [2015-10-08]. Available at: <http://profit.etrend.sk/dennik/novy- vek-starych-kolien.html>.
4   PÁLENÍK, V. et al.: *Strieborná ekonomika potenciál na Slovensku*. Bratislava : Ekonomický ústav SAV, 2014, p. 26.
5   KUBIČKOVÁ, V.: Transformative power of service innovations. In *Studia commercialia Bratislavensia (SCB): scientific journal of Faculty of Commerce, University of Economics in Bratislava*, 2013, Vol. 6, No. 23, p. 398.
6   PÁLENÍK, V. et al.: *Strieborná ekonomika v slovenskom, európskom a svetovom kontexte*. Bratislava : Ekonomický ústav SAV, 2012, p. 21.
7   *Discovering the Silver Economy.* [online]. [2015-10-08]. Available at: <http://www.dw.com/en/discovering-the-silver-economy/a-1505482>.
8   *The economic and budgetary impact of ageing populations.* [online]. [2015-10-08]. Available at: <http://www.eesc.europa.eu/?i=portal.en.eco-opinions.14174>.
9   *Active ageing and solidarity between generations.* [online]. [2015-10-08]. Available at: <http://ec.europa.eu/eurostat/en/web/products-statistical-books/-/KS-EP-11-001>.

2 Analysis of digital consumption of seniors in Slovakia

Precisely define and delimit this segment in Slovakia is also challenging. In Slovakia we knew the pensioners. This is defined in terms of the Social Insurance Act no. 461/2003 Coll[10] as amended. Pensionable age shall be determined pursuant to this Act to 62 years for both men and women. Before you can have a pension, you have to meet two conditions. The first is to obtain at least 15 years of pension insurance. The second important it is to reach retirement age. Men born before 1946 and later also women born in 1962 and later reached retirement age uniformly at the age 62 years of age. It will not count the number of children raised. Men born before that date had originally retired at age 60 years; women aged 53-57 years. Women who were born before 1962, affects the calculation of pension the number of children raised. Based on data from the Statistical Office of the Slovak Republic and forecasting trends of population development in 2014 we observed within the age pyramid of the population of the Slovak Republic, significantly larger numbers of boomers post-war „baby-boom". These about a few years to reach retirement age and the aging of the population will be enhanced. It is the consequence to postponement of having the one side and significantly lowers fertility strong generation born in the 70s. This is called aging from the bottom of the age pyramid. Again, on the other hand growing of numbers of older the population is called aging from above. This phenomenon has been associated with increased life expectancy the population.[11]
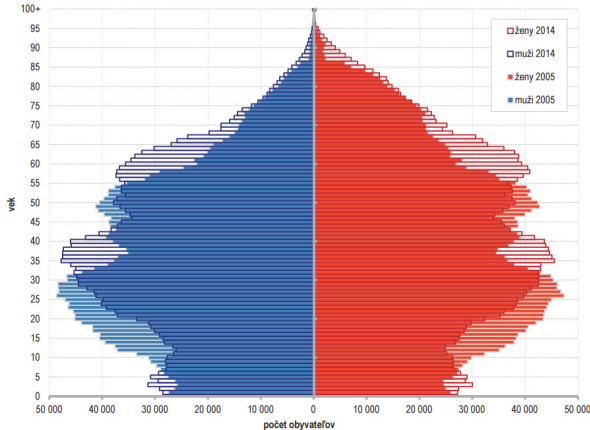
Picture 1: The age structure of the Slovak population, 2005 – 2014
Source: *Hlavné trendy populačného vývoja v SR v roku 2014.* [online]. [2015-10-13]. Available at: <www.statistics.sk>.

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10   *Zákon o sociálnom poistení č. 461/2003 Z.z. v znení neskorších predpisov.* [online]. [2015-10-08]. Available at: <http://www.socpoist.sk/legislativa/552s>.
11   *Hlavné trendy populačného vývoja v SR v roku 2014.* [online]. [2015-10-12]. Available at: <www.statistics.sk>.

In Slovakia was in 2014 – 456 084 person in the age persons 65-74. On the basis of calculations below represent from an economic perspective up to one third real customers of seniors in the digital world:

• Use of computer at home, at work and elsewhere **36, 5 %** of the total population in age 65-7,
• Use of the Internet **35, 7 %** of the total population in age 65-74,
• Use of mobile device to access the Internet away from home or work **31, 2 %** of the total population in age 65-74.

In the context of an aging population and buying behaviour of seniors may occur a change in consumption patterns, which can then lead to sectoral changes in the economy. In Picture 2 identify used of the Internet in households and individuals compared for the year 2013 and 2014. The increase is notified in all age groups except in the category 16-24 years. The most significant increase was in category aged 65- 74 years (increase as much of 7.4 pp, in the percentage value up to 30.8 %) and also in the age group 55 to 64 years (as much of 5.0 pp, up to 60.2 %). In other ages was recorded only a slight increase in the use of internet.[12] Based on data from the Statistical Office that, the seniors they know and largely use the Internet primarily for communication (email, Skype, social networks), reading newspapers, finding information about goods or services, respectively, information relating to travel, accommodation and internet banking. That means the same degree of digital literacy seniors.
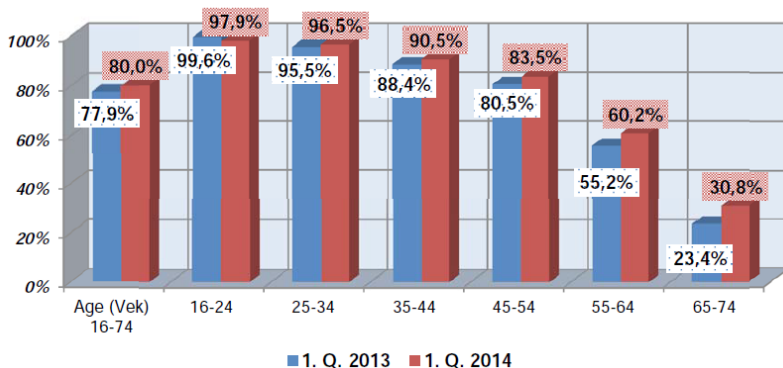
Picture 2: Share in total number of persons using the internet the last 3 months of 2014 in %

Source: *Survey on usage of information and communications technology in households 2014.* [online]. [2015-10-13]. Available at: <www.statistics.sk>.

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12   *Survey on usage of information and communications technology in households 2014.* [online]. [2015-10-13]. Available at: <www.statistics.sk>.

For detailed review consumer behaviour pensioners in the digital world we applied on statistical data the correlation and regression analysis of polynomial type second degree. We monitored expenditures of households – pensioners for the years 2010 to 2014 and also shopping seniors in age 65-74 through the Internet in selected categories for the years 2010 – 2014. This study is subject to certain limitations that have to be taken into account when interpreting the results. The data was collected via Statistical Office and I was focused on analysing the seniors in the age group of 65-74. At the beginning we have yet mentioned, that the retirement age is 62 years. The Statistical Office monitors the use of the Internet not in the category of 62 years but up 65 to 74. Therefore, the data's are partially distorted. We assumed that there is a relationship between the development of the total volume of expenses for pensioners (independent variable) the growth of expenses for pensioners to the various goods and services (dependent variable) that can be acquired through the Internet. In processing the input data from the Statistical Office of the Slovak Republic were used methods of scientific work, correlation and regression analysis.[13]

Table 1: Results of model correlation and regression analysis

		SIMPLE REGRESSION		POLYNOMIAL REGRESSION ANALYSIS	
independent variable X (2010-2014)	dependent variable Y (2010-2014)	Correlation Coefficient	R squere %	R squere%	Equation
household expenses – Pensioners	Household's goods (toys, furniture, etc.).	-0,0403481	0,162797	16,1707	Col_2 = 8399,05-48,0703*Col_1 + 0,0690298*Col_1^2
household expenses – Pensioners	Clothing, sporting goods	0,976982	95,4494	95,5661	Col_2 = 307,538-2,32219*Col_1 + 0,00429245*Col_1^2
household expenses – Pensioners	Electronics (including cameras)	0,508554	25,8627	27,6601	Col_2 = 2199,7-12,965*Col_1 + 0,019199*Col_1^2
household expenses – Pensioners	Travel and holiday accommodation	0,451724	20,4055	37,1954	Col_2 = -22051,5 + 125,957*Col_1-0,17948*Col_1^2
household expenses – Pensioners	Tickets for events	0,319422	10,203	41,2305	Col_2 = 13520,2-78,0715*Col_1 + 0,112703*Col_1^2
household expenses – Pensioners	telecommu-nication services	0,716434	51,3277	71,4389	Col_2 = 9727,67-56,5603*Col_1 + 0,082308*Col_1^2

Source: Own processing

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13   GRANČAY, M. et al.: *Nová metodika tvorby písomných prác*. Bratislava : Vydavateľstvo EKONÓM, 2013, p. 98-104.

Strong dependence (correlation coefficient 0.977) we confirmed in independent variable – clothing, sporting goods. The model explained 95.4% to input data. Moderate dependence (correlation coefficient 0.72) will be reflected in spending on telecommunications services over the Internet, the significance of the model at 51.3%. Moderately strong dependence we measured even when spending on electronics (correlation coefficient 0.51), but the model explained only 25.86% of the input data. Other measurements can be considered for our needs to be statistically insignificant. To determine the character of trend between variables we applied the polynomial regression analysis – the second stage. Regression equation, involving up to 95.57% of the input data is interesting in the case of the bond between the total expenses for pensioners (x) and expenses for pensioners clothing and sportswear (s)

$$y = -2.32219 * 0.00429245 * x + x2 + 307.538.$$

From the above equation shows that a hypothetical total expenses for pensioners in the amount of 350.00 Euros mentioned the cost of purchasing via the Internet of clothing and sporting goods reach the height of the model of 20.60, – Euros.

3 Digital consumer in a segment of seniors and dynamization of businesses in the service sector

Modern technology used to be a bogeyman to elderly. Those who discovered the computer in advanced age, so they could not adapt to technology. Today, time is different. Not surprising, when holidaymaker's pensioners send home photos via email or MMS and family communicate via Skype. It is a natural phenomenon. Seniors thanks to innovations in the digital world feel younger, have better access to current information and are less isolated. Their life is suddenly more interesting and better. Seniors are an important group of users from the perspective of the producers, too. They adapt to their needs. On market therefore find phones that are specifically designed for the elderly. They have large buttons and easy operation. Many seniors, however, also handle modern smartphones and tablets are the main attraction. Seniors appreciate the larger screen and touch control simplicity.[14]

Seniors have their place in the digital world and become digital consumers. With their growing number and the different needs is related to the creation of new market opportunities for the business sector through innovation. Innovation[15] is definitely a factor of productivity and competitiveness of businesses. Innovations

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14 *Seniors enjoy benefits of ICT to communicate with younger generations.* [online]. [2015-10-08]. Available at: <http://www.ericsson.com/news/1848222>.
15 KUBIČKOVÁ, V.: *Inovačné aktivity podnikov služieb*. Bratislava : Vydavateľstvo EKONÓM, 2009, p. 7.

are at the heart of economic change. Schumpeter[16] used the term innovation and understands it the following changes:
• Launching a new product on the market, which differs substantially from others in the market,
• The introduction of new production technology, new manufacturing processes,
• The use of new materials,
• Changes in the organization of production and assurance,
• Open new markets.

Technological and scientific progress – all this globalization intensifies. Innovation and knowledge are becoming increasingly important. The importance of innovation[17] in services is essential for smart specialization of economy towards enhancing production services as economic background the intense and smart growth. Research on innovation of SMEs proves the existence of very dynamic activities. Those existences so-called „Gazelles" demonstrates growth opportunities for entities this in sector during the period of the knowledge economy. Henrekson – Johansson[18] and his research note that "gazelles are a phenomenon that is not mostly typical for high-tech trade unions, but a crucial position in the services sector". It is shown by the examples of successful start-up companies in the fields of knowledge-intensive services, but also in the fields without the knowledge intensity (eg. Travel agencies, IT companies). Its effective adaptation of knowledge and innovation overcoming the consequences of the economic crisis and by globalization enhanced competition. A smart specialization in service industry is a prerequisite for the acceptance of services on the international market, as a basis for smart, sustainable and inclusive economic growth. We expect that gazelles are enterprises which achieved above-average growth through innovation. These company „gazelle" must satisfy the following criteria: the company must be in the founding of micro, small or medium sized enterprise and must demonstrate a certain period (3-5 years) above average. Gazelle could by a model for other companies, which do not reach such economic growth. Gazelles exist in areas where seniors spend their disposable income, like information technology services, on-line sale, courier services, transport services, counselling, nursing and assistance services, medical services, sport, culture and recreation.

16 SCHUMPETER, J. A.: *Kapitalismus, socialismus a demokracie.* Brno : Centrum pro studium demokracie a kultury, 2004, p. 302.
17 KUBIČKOVÁ, V.: Service innovation in the context of smart specialization and measurement. In *Studia commercialia Bratislavensia (SCB): scientific journal of Faculty of Commerce, University of Economics in Bratislava*, 2014, Vol. 7, No. 28, p. 570.
18 HENREKSON, M., JOHANSSON, D.: Gazelles as job creators: a survey and interpretation of the evidence. In *Small Business Economics*, 2010, Vol. 35, No. 2, p. 228.

Conclusion

Global aging became the most important phenomenon of demographic trends in the world. Global aging causes structural changes in the economy as pressure on public finances and also presents the challenges and new opportunities. Global aging extends into different lines of home, health, social welfare, education, labour market, culture. The growing market potential recorded such as medical, nursing services, tourism, financial services. The segment of seniors strengthens as well as digital consumer and it is the main stimulus for innovation. The aim of the innovation activities is satisfied customers that are offered to specifically tailored products, customized prices and distribution channels.

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THE INFLUENCE OF BUSINESS INTELLIGENCE ON DIGITAL MARKETING AND THE ECONOMIC SITUATION OF THE ENTERPRISE

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Abstract
Information systems are becoming an essential part of every business. Their main purpose is to facilitate the work of managers at various levels of management, as well as other employees. They allow them to orient in a large amount of information and data arising from the business. The paper provides an argument for positive impact of using BI on the economic situation within the enterprise and hence, the positive impact of BI on digital marketing of the company. It contains a definition of Business Intelligence (BI), digital marketing, the economic situation of the company, from the point of view of BI informatics manager and its use to improve the digital marketing and other aspects that influence on the economic situation in the company. Characteristics of BI are elaborated in the literature, so this contribution focuses on the characteristics by various experts in the field. It contains a definition of the term economic situation within the enterprise of the undertaking, since according to the survey, in the publication resources are documented by financial-economic analysis. The paper identifies areas of information and knowledge for which BI provides data and information to improve the digital marketing as well as the whole economic situation of the company. It mainly deals with digital marketing, customers, products and services and §supplies.

Key words:
Business Intelligence. Customer. Digital marketing. Digital media. Economic situation of the company. Inventory. Products. Services.

1 Introduction

Information technology permeates all areas of the company; economics and marketing are no exception. For the management of future business activities with a large amount of data those companies can collect today. Qualified data analysis and the ability to quickly process them give the company a significant competitive advantage. The latest trend in business is data control. The enterprise have a large amount of qualitative information which can not sort effectively, analyse and use may adversely affect the digital marketing as well as the whole economic situation of the company. With the increasing amount of data and information in enterprises, the companies feel the need to use different information systems or systems for supporting the decision making processes (in areas like digital marketing) including Business Intelligence (BI). BI has now become an integral part of each company. It should serve within the company as an effective tool for monitoring and assessing the economic situation, among others, digital marketing. Subsequently, these systems serve as a support for decisions concerning future activities within the company. Today, the future activities are focused very often on the digital world, i.e. digital marketing, digital

communication, digital environment, digital media, etc. Based on the results of previous analyses, these systems can determine with high accuracy a number of options to solve the existing problem and help top management select the best possible solution. The transformation of the vast amount of different data into information and knowledge takes place. In general, BI applications allow performing the analyses of primary (supply, production, sales) and support (digital marketing, social media, finance, investment, human resources, research and development, administration) activities of the transformation process. Within the primary activities of the transformation process the BI serves as an analytical tool in the field of digital marketing, logistics and management and relationships with suppliers, manufacturing, etc. With respect to supporting activities, the BI is used in finance, human resources and others.

2 Business intelligence (BI)

There are a number of definitions of the notion of Business Intelligence. Some definitions focus on BI's technological part, the others focus on its essence and philosophy in terms of management support and view BI as an umbrella term, associating standard elements that already exist in the architecture of ERP systems. BI is originally an English name for the area that deals with the deepest analysis if possible of data coming from business. The term BI is inspired by the field of intelligence, espionage and counter-espionage. This concerns for example. the names of intelligence services which in themselves contain the word intelligence: the CIA (Central Intelligence Agency in the US), MI5 (Military Intelligence Directorate, Section 5, UK), ASIS (Australian Secret Intelligence Service, Australia) and many others. These services are similar to BI are based on wide range data collection. *"BI by its principles and developments should be in business practice focused primarily on ethical and legal collection and as much as possible collecting data about their customers, shareholders, competitors, business environment, from a variety of sources of potentially valuable information, and also to mine any useful and usable knowledge from such collected data."*[1] Novotný and his team define BI as processes, applications and technologies working and existing in relation to each other designed to effectively and efficiently support decision-making processes in the company and planning and analytical activities of enterprises and organizations. They are based on the principles of multidimensional view of business data. The basic idea is thus supporting the work of the organization's management, particularly the management of your domain in the enterprise, or the enterprise as a whole, all arranged on the basis of multidimensional data.

"BI is a set of processes, applications and technologies designed to effectively and efficiently support the decision-making process in the company. It supports analysis

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1   ŽIŽKA, J.: *Business intelligence*. Praha : Vysoká škola ekonomie a managementu, 2011, p. 106.

and planning activities of companies and organizations and is based on specific, so-called OLAP (On-Line Analytical Processing) technologies and their modifications. BI applications cover analysis and planning functions of most areas of corporate governance, i.e. sales, purchasing, marketing, financial management, controlling, property management, human resources and production."[2] "BI solutions include a variety of techniques and tools used in the collection of data relating to the company and its activities and their transformation into meaningful information that subsequently distributed to those who need it to make informed and timely decision. Thanks to systems BI combination of data from multiple sources no longer pose as extensive at first glance pile of unrelated data, but provide an integrated and updated overview."[3] The basic principles on which BI is built on include:

• data sources are primary data from transaction systems,
• applications are focused solely on analysis and planning needs of users, not to transactions,
• data is stored in multidimensional databases,
• dimensions have a hierarchical structure to which aggregate functions in applications correspond,
• data is stored in the database with a time differentiation,
• updating data is performed periodically, most commonly in daily and monthly basis,
• the multidimensional database stores only the data relevant to the analysis, therefore, not all the detailed attributes of transactions.

2.1 Business intelligence from the perspective of informatics lecturer

For IT professionals the BI is a specific type of Computer Science task, which almost exclusively support for analytical, planning and decision-making, processes within the enterprises. The structure of BI applications comprises of following components, tools, methods, procedures and techniques:

1. The source data located in the data warehouse (Data Warehouse) and data marketplace (Data Mart).
2. Company analytical tools, which represent a set of tools aimed at the manipulation and analysis of data stored in the data warehouse, including data mining (data mining) and online analytical data processing (OLAP).
3. Tools for company performance management (Business Performance Management – BPM), designed to optimize and manage the overall performance of the organization. BPM typically includes analytical tools, it may also include data visualization techniques that provide visual support intended for managers and prediction tools creating future trends based on past data, facts and behaviour.

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2   GÁLA, L., POUR, J., ŠEDIVÁ, Z.: *Podniková informatika.* Praha : Grada Publishing, a.s., 2009, p. 217.
3   TVRDÍKOVÁ, M.: *Nástroje Business Intelligence – struktura a integrační charakter.* Ostrava : Systémová Integrace, 2005. [online]. [2015-06-11]. Available at: <http://www.cssi.cz/cssi/system/files/all/SI_05_2_tvrdikova.pdf>.

4. The UI (User Interface) uses the tools designed for end users, for example: scorecards, dashboards.
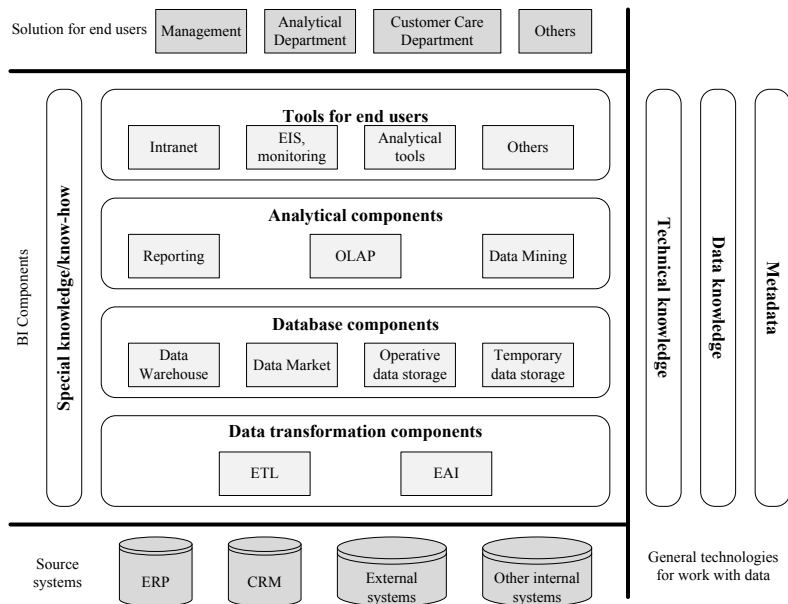
Picture 1: The general concept of architecture of BI
Source: NOVOTNÝ, O., POUR, J., SLÁNSKÝ, D.: *Business intelligence: jak využít bohatství ve vašich datech*. Praha : Grada Publishing, a.s., 2005, p. 254.

2.2 Business intelligence from the manager's perspective

The primary objective of BI tools is to support management decision-making and learning about the company, its work processes and interaction with the external environment. BI systems provide in an appropriate form the aggregated analytical data derived from data of business information systems and help their users to have insight into the complex economic phenomena. They provide information which in its structure, analytical characteristics and content meets the requirements of management process. *"Within the BI there is no formation of new data, but there is use of data from the ERP system. It is processed and transformed according to user's requirements. The use of OLAP (On-Line Analytical Processing) technology and its modifications. Business Intelligence is a tool for financial and business reporting and analyses."*[4] BI systems allow you to detect relationships in economic reality and follow developments of major business flags (indicators) in terms of their relevant dimensions, for example the indicator of company revenue development in terms of segmentation by region.

4 ĎURIŠOVÁ, M., JACKOVÁ, A., HOLKOVÁ, B.: *Podniková ekonomika.* Žilina : Žilinská univerzita, 2015, p. 77.

It is important for BI tools to ensure quick access to information and have built-in ability to identify positive and negative developments in specific areas within the company.

3 Economic situation of the enterprise

The economic situation is the level of equipment with production factors, the level the course of the transformation process and its results. It is a state of the enterprise, in which it is currently in. Into this situation, the company got into by influence of various internal and external factors during the entire period of business. It provides information on effective operation of the enterprise, the level of conditions for further business activities and its future existence. *"Successful economic development and market environment development require besides the application of traditional methods in business also the application of new modern methods adapted to the contemporary market needs, requirements and conditions"*[5] Monitoring of the economic situation consists of compiling a set of indicators of economic analysis. Each company chooses which indicators will be monitored according to subject of its activities and their explanatory ability. The assessment of the economic situation of the company is subject to the results of the chosen system of indices from individual analyses. The given results shall be compared with a comparative basis (the immediately preceding period, to other comparable enterprise, with the average within the industry). Subsequently, the economic evaluation of the results is conducted. Based on these, the proposal of measures to improve the situation follows.

Figure 2 shows a system for monitoring and assessing the economic situation of the enterprise. The main activities of the company are: supply, production and sales, and support activities are financing, investment, science and research, administration and human resources management. It captures the generation of income in the sale of finished products and services to customers and incur of expenditures within purchase of production factors from the suppliers. The difference of revenue and expenditure represents cash flows. At the moment of consumption of production factors in the company incur the costs and at the time of issuance of the invoice to the customers for sold products and services, revenues are generated which at the time of payment become the revenue. The difference of income and expenses represents the profit or loss. *"Costs in aggregate form reflect the quality of enterprise activity. Management of each enterprise pays an increased attention to their management, since there is always possible their depreciation."*[6] Concerning the proposed system of monitoring

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5   SUJOVÁ, A., MARCINEKOVA, K.: Modern Methods of Process Management Used in Slovak. In *Procedia – Economics and Finance Journal*, 2015, Vol. 23, p. 889.

6   ĎURIŠOVÁ, M., KUCHARČÍKOVÁ, A.: The quantitative expression of factors which affect the cost of transport enterprise. In *Transport means 2014. Conference Proceedings.* Lithuania : Kaunas University of Technology, 2014, p. 190.

and assessment of the economic situation it is necessary to distinguish whether it is a manufacturing enterprise or company providing the services. Whereas, within the factories it would be essential to follow the main activities such as supply, production and sales, in the companies providing the services, these activities would be replaced by the design, construction and implementation of the service. Each of the mentioned elements is associated with the calculation of one or more indicators from which the companies choose only those which are important to perform a specific analysis at the time for the company. The results of the conducted analyses can serve the company to identify weaknesses and subsequently improve problem areas, also for identifying strengths and use them to strengthen the competitiveness of the enterprise, but also as a suitable basis for the support of various decision-making activities of the company.
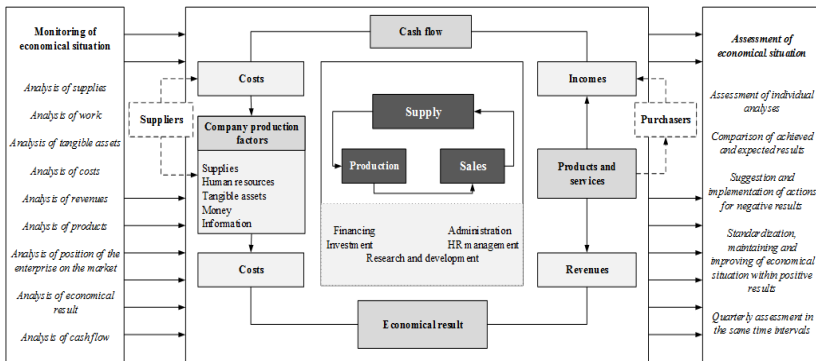
Picture 2: Schematic schema of the economic situation within the enterprise
Source: Own processing

4 Business intelligence and the digital marketing and the general economic situation

Procurement of BI software applications and their implementation to business conditions results in creation of costs. Its success depends on managers´ identification to its implementation. Areas in which BI contributes to improving the economic situation of the company are: digital marketing, finance, manufacturing, logistics, supplier relationship management, human resources, controlling, and property. The whole transformation process in the company consists of number of processes, from which it is necessary to obtain the data and then analyse them. All of these activities affect the economic situation of the company, either positive or negative way. BI helps to analyse all processes in detail, which can help managers to determine whether and in what areas inequalities occurred between the plan and the reality. Based on these data, managers can plan the future processes better.

4.1 Business intelligence and the digital marketing

Digital marketing is a term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers and retain them. The key objective is to promote brands, build preference and increase sales through various digital marketing techniques. It is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio. Digital marketing activities are search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e–books, optical disks and games, and any other form of digital media. It also extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback and on-hold mobile ring tones. The fundamental concept in digital marketing is based on the inbound marketing approach or generally it's called customer centric approach. According to the Digital Marketing Institute, Digital Marketing is the use of digital channels to promote or market products and services to consumers and businesses. One of the areas where BI improves the situation of the company is digital marketing. By using marketing, marketing tools and marketing activities the enterprise is able to create awareness of their products and service to the customers. Marketing activities help to sell products, thus affecting the economic situation of the company. "*Sellers can reduce the uncertainty of application by various adoption scenarios generated by diffusion models and their variations.*"[7] BI provides features that allow better plan the various marketing activities better, based on the marketability of individual products and services. Managers because of that know which products and in what areas it is necessary to support by a marketing campaign. BI will provide information on the costs of a marketing campaign and its evaluation, the cost and profitability of individual products, and the market share. Graphically, in tabular form it can provide information on customer segmentation by territorial viewpoint, income groups, age, etc.

4.2 Business intelligence and the general economic situation of the company

Except for digital marketing, BI can improve also other aspects of the enterprise. Other areas of application information from BI to improve the economic situation of the enterprise are:
• Customers
Customers affect the economic situation of the businesses. „*Customers expect of every institution (be it business, politic al or social) is that it will have the products,*

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7   TOKARČÍKOVÁ, E., KUCHARČÍKOVÁ, A.: Diffusion of innovation: the case of the Slovak mobile communication market. In *International journal of innovation and learning*, 2015, Vol. 17, No. 3, p. 364.

services, tools and experiences they need to sculpt an individualized relationship with the company –personalized (and personal) in the way that they want it."[8] Based on customer data the managers can segment their customers, adapt their products, and influence the prices. If the company knows its customers well, then it knows what they require. It is able to respond better and adapt its products and services, and from some of them become stable customers. Loyal customers purchase repeatedly. It significantly improves the economic situation of the company, as the company has a strong customer base.

• Products and services

BI can provide information to the managers about products and services that are the result of the transformation process. It makes it possible to transform data from other information systems, including accounting in an intelligible form. Based on this the manager can display the data on how the products are sold in the cities or regions. It can provide information about what the total revenues for individual products is, which products deliver the highest profit and influence the favourable economic situation in the company. Based on these data, managers can determine at what stage of the product life cycle the given product is located. BI allows plan innovative activities better for some innovative products and business activities. Based on the data provided managers can assess whether it is appropriate to put any of the products out of production, as they have not provided high sales, and they are sold only sporadically and with their production and sales high costs arise, which in turn affect negatively the whole economic situation.

• Supplies

BI to a certain extent can optimize the stock, because it provides information on sold pieces and customer demand. Thanks to this data the managers can make a decision to reorganize warehousing and so it eliminates the situation where the company has a lot of products to sell in stock, i.e. it produces for the inventory but not for sale. Such production is not effective at all, because the products may be damaged or their deterioration may occur." Mutual learning regarding marketing and distribution activities not help only the company to collect customer information, but can also lead to new customer/product opportunities and increase sales."[9] BI that way supports the production planning and making decisions related to the production.

Using information obtained from BI leads to a positive impact on the economic situation by increasing the volume of sales and profits from the sale of products or services, reduction in inventory, using the individual kinds of tangible assets, reduction of costs.

8   KUBINA, M., LENDEL, V.: Successful application of social CRM in the Company. In *Procedia – Economics and finance*, 2015, Vol. 23, p. 1192. [online]. [2015-06-11]. Available at: <http://www.sciencedirect.com/science/article/pii/S2212567115004876>.

9   LEE, T. R., VALENTU, A., LE, T. P. N.: Information transfer among global supply chain participants: a study of relationships between Taiwan and the USA. In *International journal of innovation and learning*, 2015, Vol. 17, No. 3, p. 383.

Conclusion

"Nowadays, business environment has become highly competitive because of the globalisation. Companies have to improve own decision making process, which must correspond with the world's changes."[10] Development of information-communication means is connected to each company. The reason for implementation of information systems in its processes are in particular: improvement, influence and forecast the economic situation, which is the basis of the normal and efficient operation of the company activities. This paper defines the terms of digital marketing, business intelligence and the economic situation of the company and its monitoring and assessment. The reason for this definition is that the literature describes the indicators of financial-economic analysis. Individual modules of information systems provide transaction data for one kind and assist managers in the longer term decision making. The contribution processes BI in the view of computer scientists and managers. BI enables in real-time selection of data from different company databases, extraction of usable information, transformation of information into the knowledge. In order to perform selected operation various tools of machine learning are used. Selection of data is usually done via clustering whereas classification of data into useful categories is performed using Support Vector Machines (SVM). *"SVM are one of the most used algorithms in the area of machine learning. The SVM method was firstly used for linear classification. This basic SVM classifier, which is similar to logistic regression, realizes the algorithm that is searching for such a linear model which is the best linear classifier."*[11] Business Intelligence is also a useful tool which helps to support decisions related to the economic situation, among other it is digital marketing. Nowaday, digital marketing is becoming more and more important; business intelligence seems to be a good tool for improving this aspect of the company. Moreover, BI can affect in a way, so that enterprises can increase the efficiency of their operations better, and adapt to changing market conditions. Thanks to BI the managers know business situation better, they are able to adapt, and plan better, develop strategies, implement the digital marketing strategy and they are able to control these components thank to this tool.

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10   MILICHOVSKÝ, F.: *Financial Key Performance Indicators in Engineering Company*. Budapest : Budapest University of Technology and Economics, 2015, p. 109.
11   FALÁT, L., PANČÍKOVÁ, L., HLINKOVÁ, M.: Prediction Model for High-Volatile Time Series Based on SVM Regression Approach. In *Proceedings of International Conference on Information and Digital Technologies (IDT). Conference Proceedings.* Žilina : Žilinská univerzita v Žiline, 2015, p. 81.

Table 1: The main areas of application of information from BI to improve the economic situation of the company

Customer	Marketing
• classification and segmentation according to various criteria, • sales according to segment, • the most profitable customers, • the profitability of sales points.	• setting the segment of customers for conducting a marketing campaign, • setting the location for a marketing campaign, • costs for a marketing campaign, • assessment of a marketing campaign.
Products and services	**Supplies**
• sales according to the products and services • selling of products according to territorial division, • profitability of the products, • phase of life cycle of a product.	• volume of single sorts of material stock, • volume of single sorts of the products, • costs for storing according to individual sorts of supplies.

Source: Own processing

Problems in the use of BI in business conditions:
• more functionalities of the software applications are not used,
• not evaluated information available to them the gain maximum benefit,
• the conversion information for business intelligence is small.
The use of BI reports, and their transformation into information and knowledge is able to respond quickly to the changing environment.

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ACTION RADIUS OF RETAIL COMMUNICATION

Tomáš Fašiang

Abstract
The aim of this contribution is to point on impact of communication in retail´s unit action radius in view of customer´ visit maximization. The identification and understanding of mutual bonding is basic anticipation for solution of effective communication problem with targeted market segment. The correct identification of retail gravity and its exogenous impact allows to manage interactive relation of retail unit and customer with orientation on its value in building of customer loyalty process.

Key words:
Communication. Customer. Marketing. Retail. Retail gravity.

Introduction

The mutual relation of consumer with retail and his product portfolio is never clearly defined in advance. It is some kind of black box, which can´t offer straight answers. Hes and Pavlů state: „Consumer and company interests are met on the market and traded for market prices".[1] However, it is inevitable to maximize the benefit by chosen combination of the goods and services with minimal initial expenses.[2] All the mentioned Building of mutual relation is active both sides process where consumer, based on executed purchases, continually reviews approach to retail operation, and it activates the aim to spread of positive impulses which motivate their customers to future purchase. In this process, the communication has an important role. It brings to consumer impulse via news about products in retail portfolio and motivates him to future behaviour. Incentive news helps to consumer make the decision process easier about future purchase and selection of retail store.[3] From stated we can conclude, that increment of retail unit economic activity can be secured by effective communication strategy oriented to targeted segment of customers. The basis is in interaction between communication of retail unit and customer´s behaviour in retail gravity. The retail gravity determines its maximal market potential. Therefore, the placement of retail units must be in line with needs and concentration of customer´s requirements in the way so the accessibility and needed capacity by size, structure and residents shopping customs of service area are provided.

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1   HES, A., PAVLŮ, D.: *Determinanty rozvoje vnitřního obchodu*. Praha : Powerprint, 2012, p. 142.
2   HES, A., ŠÁLKOVÁ, D.: Aspekty chování spotřebitelů při nákupu potravin. In *Communication Today*, 2010, Vol. 1, No. 1, p. 125.
3   Ibidem, p. 130.

1 Communication base

The base for creating of effective communication strategy is identification of target market and knowledge of recent state of external market scene with the main orientation on retail gravity of retail unit. The retail gravity is the basic market potential of retail unit defined by revenues´ volume done within certain timeframe through customer´s purchases which number and residence place is part of retail unit interest area. The overall potential is further determined by proximity and character of competition. Based on this we can determine the key attributes with significant impact on retail unit function. The basic essential attributes within retail gravity are:
• Retail unit specification
• Target customer identification
• Retail gravity identification and its capacity
• Identification of competition impact
• Identification of development tendencies from view of macroeconomic parameters

Knowing of this scopes enable us to create the list of retail unit effective communication strategy targets in a way to secure the highest fulfilment. The orientation of communication strategy targets must be based on situation analysis with acceptance of her financial-economic parameters.[4] The target sets must be defined sensitively and individually separately for each retail unit. Based on specification of each retail unit is necessary to qualify the targets and define the way of their fulfilment. The simplest way is calculation of percentage increment in respect of given percentage norm which can reflect the current state. Defining of strategic targets create the basic assumption of retail unit adequate orientation on target customer. To secure her correct strategic movement, it´s important to define further supporting targets which can be defined as tactical or more precisely operational in mutual hierarchy. Their mission in short timeframe is to coordinate actions in a way to secure fulfilment of achieved strategic targets. From the view of communication strategy and communication with target market, we may understand under tactic targets particular targets of internal and marketing communication tools.

Before the retail unit communication strategy is defined, is important to identify communication tools to help achieving strategic targets. Stated is mainly connected with characteristic of target customer, volume of retail gravity and intensity of competitors influence. The first step is to identify tools of internal communication, which can have impact on employees approach to retail unit values, improve coordination of employees work as well as motivate them. Staff of each retail unit has the chance to significantly influence shopping decision of target customer in retail place. We may this include into interactive elements

4   KUSÁ, A., HRABAČKOVÁ, V.: *Ženy – spotrebiteľky: Predikčné modely nákupného správania*. Trnava : FMK UCM v Trnave, 2012, p. 60.

of retail unit, however that being supposed only when staff is motivated and is interested to participate on value development of retail unit. From this point of view is important for each retail unit employee to know its targets, mission and basic principles, is confronted with its success and the motivation and benefits are adequate. The way how to impact employee is to use the right information path initiated from up to below with intention of work tasks coordination and impacting of employees attitude. Also it is important to secure reserve information path from below in order to receive the feedback from employees and this way impact their opinion. Apart of stated vertical diameter of information spreading, we can´t ignore information spreading within horizontal links between employees, who are mutually coordinated while on duty. Importance of applicability of internal horizontal diameter tools is increasing together with size of sales area of retail unit and number of employees. The second step is to identify tools of marketing communication which can be used for market potential of market segment retail gravity. In a case of identification of marketing communication mix tools is applicable rule of productive abilities or sacrificed opportunities, from which is taken the sources limitation of each retail unit. The sources limitation is determined by intensity of target market, its potential and profitability of financial-economic parameters. This limiting factor has big impact on communication mix composition, and therefore it is important the right choice and tools targeting.

By knowing the former situation on target market, defining of strategy targets, identification of key communication tools we can define effective communication strategy, all by using of optimal composition of communication tools. However, the base for its realization is size definition of free financial resources which retail unit is open to invest into communication activities. It means, the intensity of communication strategy will be impacted mainly by volume of allocated budget, which can be divided, from view of partial parts, on partial budgets of communication tools. The volume of partial budgets must be based on relative importance, which can reflect the way of orientation on fulfilling of partial targets in targets of communication strategy hierarchy.

2 Retail gravity base

Determination of retail gravity is basic for qualification of possible sale volume and the instrument for rationalization of marketing communication of retail unit in connection with customer value perception. Retail gravity is an active selling radius of retail unit, in which is possible to maximize her performance by suitable form of communication strategy. In this connection exits set of space interactions models which can be used to measure the customer´s tendencies when choosing the retail unit. The models are based on assumption of consumer´s willingness to overcome certain distance when shopping, this is influenced by number of retail units, their location and distance. The main task of space interactions models used

in retail is measuring of power, which effects on consumer shopping behaviour. This is the power which attracts consumer to retail unit. In this area is important to identify the border, or cross point of effective forces of retail units, which are located in certain service area (village, town, city).[5] The border of effective forces is disruption, where are consumers attracted by other competitive retail units. The identification of effective forces borders can be done by two ways, either to calculate border point of effective forces of retail or calculation of maximal blast of effective forces within interested area. The capacity of retail unit and efficiency of communication strategy will be in certain way impacted by the number of competitors in retail gravity of retail unit, their size, similar goods, as well as prize politics based on level of fixed costs in overall cost structure of retail unit. The most intense competition will be in a space of action radius conjunction of mutual retail gravity. By simplification we can conjunction of action radius approximate by Cartesian system in a way that the retail gravity will be created by circle with origin *O [0,0]* and radius of target audience. The retail gravity of competition retail unit will be created in similar way by circle with origin *O1 [0,D]* (*D* stands for air distance to competitor retail init) and radius related to target audience. By defining of mutual position of both retail gravities may be defined 3 conducted aspects:

The first aspect is characteristic by independent retail gravities of compared retail units. It means, they are mutually conducted if the following condition is met, *d* (air distance to competition retail unit) ≥ *r* (radius of retail unit) + *r1* (radius of competition retail unit). The second aspect is characteristic by mutual impact of stream buying on area their mutual conjunction. It means that conjuncted area is defined by two juncture points defined by axis. Stated is relevant if *r – r1 < d < r + r1*. The third aspect is characteristic by state when is one retail gravity of part of second retail gravity .In this case is the biggest competition impact due to that whole area of retail gravity in one retail unit has the impact on whole area of second retail unit. States is applicable if *d ≤ r – r1* respectively *d = 0*.Based on defined areas we can define the size of impact of retail gravity action radius by both retail units. The first aspect stands for an ideal situation, in which the retail gravities are not mutually impacted and customers don´t migrate to competition. In the second aspect are both compared retail gravities conjucted in distance defined by axis on which are located the points of common conjunction {A,B}. The juncture points may be defined in a way if the parameters *d, r, r1* are known constants.

5   GUPTA, S., RANDHAWA, G.: *Retail management*. New Delhi : Atlantic Publishers and Distributors, 2008, p. 196.
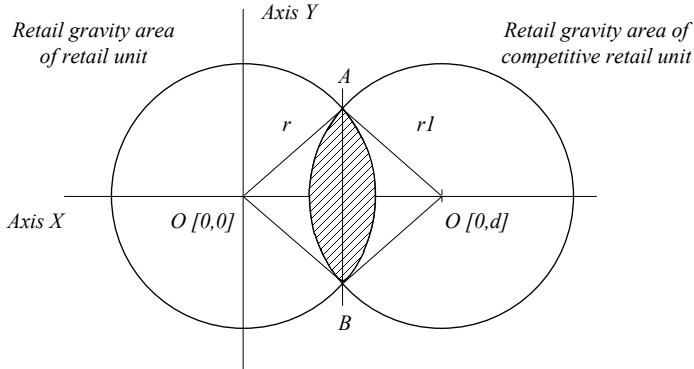
Figure 1: Retail gravity approximation
Source: Own processing

This figure shows that based on identification of points located on diagonal, it´s possible to define the area size of both conjucted retail gravities, which are defined by summed area of circle part of retail gravity and area of circle part of competitive retail gravity. The area of mutual conjunction may be defined by following formula, where after defining of parameter *y* are all other parameters known constants. In case if there are more action retail gravity radiuses of competitive retail gravity then it is necessary to define separately mutual conjuction of retail gravities between retail unit and its competitors. In a mathematical formulation, the whole area can be defined by following formula, where *O conjunction* is area of retial gravity conjunction between retail unit and one competitor. It means that area number of partial mutual conjunctions is based on number of competitors. The third case of mutual position of retail gravity is characteristic by impact of whole area of action radius of competitive retail unit in retail gravity. From the stated, it results that intensity of competition influence may be defined by difference part of retail gravity area of retail unit and retail gravity area of competitive retail unit on area of retail gravity. In case, if there is located more action radiuses of competitive retail units in retail gravity area of retail unit, is necessary from whole retail gravity area to deduct the sum of all competitive retail gravity area.

Conclusion

As conclusion, we can state that the correct identification of retail gravity and its exogenous influence can manage the interactive relation of retail unit and customer oriented on his value in a process of customer´s loyalty building. It means that the volume of the communication intensity and competition influence has an important impact on activities of retail unit, and that mainly on attribute of customer visit frequency, which is base for its capacity.

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ONLINE AND OFFLINE CONSUMER

Veronika Fašková – Eva Kretiková

Abstract
The article is focusing on the theoretical principles in the area of online and offline consumers purchasing behaviour in general. Contribution is based on online surveys of consumer behavior in recent years and the attention is focused on the changes in consumer buying behavior. The aim of this paper is to compare the two aforementioned types of consumers and bring conclusions in the form of a summary of the differences in their purchasing behavior. Important contribution is to summarize the current information of the issue, characterization and comparison shopping behavior of consumers nowadays.

Key words:
Consumers. Consumer market. Offline consumer. Online consumer. Purchasing behaviour.

Introduction

Internet and social networks have expressly changed also the exerted way of communication between consumers and companies and have also become important channels for products and service information transition. Probably every marketing person is interested which channels affect purchasing decision of consumers and in what way. At the time of internet shops rise, consumers´ behaviour and habits have been changing expressively. Looking for information about products has reduced to the internet at technically proficient individuals, specialists at the brick-and-mortar stores are used by less and less consumers. Internet has brought new challenge within provided services volume.

Digital revolution on the market also enables bigger adaptation of products, services and promotional information comparing to old marketing tools. On-line space provides sellers also with possibility to create and keep the relation with the consumer and to collect nominal number of information which can be analysed in details. This revolution is not only positive for sellers, but also for the consumers. Several changes have appeared within business environment recently. Consumers have more power than before. They can search and compare prices directly on the internet and they have access to nominal number of information affecting their purchasing behaviour. On the other hand, shopkeepers can provide more services and products which can comfort the consumers´ needs.

Example *"internet has shown effective possibilities of deliveries for informative goods and services and because of its pricing it has created concepts which we are talking about – updating and subscription fee. While in the past limited goods were involved to the sale and distribution of information livestock, today with the delivery through the internet limited goods of sellers are really zero. That is why we can see more licensed software products where we pay annual subscription fee and*

updating comes constantly. Let´s see the example of antivirus programmes. McAfee, one of the leaders in its area offers annual subscription fee 34,99 USD. This business model could be non-profit without internet as a tool for update delivery." [1]

Another advantage of online space is the possibility of interactive and immediate communication with the consumers and customers directly from their homes and at any time.

1 Purchasing behaviour of consumers and consumer market

Purchasing behaviour of consumers and the research of not only consumer´s market interlocks to different special disciplines which helped to form purchasing behaviour theories and provide them with methodology background. Over time we can see various differences in marketing theories. For example Kotler bases on the basic marketing tools while Bruhm goes more to the core of the product itself and bases on conjunctive characters.

Consumer market is created by all final consumers (offline – traditional or on-line-social), who buy products and services for their personal consumption comparing to customers. For marketing strategies those decisions are important that are based on information about consumers´ behaviour in certain situations. Information which answer the question why do consumers buy certain product and how do they behave at the changed conditions, for example at the approach of their purchase behaviour by different marketing activities. Marketers use knowledge from psychology and sociology to be able understand these processes.

Consumers make a lot of purchasing decisions every day and that is why it is necessary for each company to search their purchasing decisions and customs in detail. Study of consumer behaviour clarifies how individuals decide about spending their resources which are available for them and which include money, time and effort. May people be similar they do different purchase decisions and they behave differently. However, besides all differences within purchase behaviour, the process which consumers go through the purchase is the same for everybody.

This process consists of five steps:
1. Problem identification
Purchasing process starts with the buyer defining the problem or the need. Subsequently the need becomes motive for its satisfaction. Lindquist and Sirgy say that when consumer defines the difference between desired and the real status and feels the need to satisfy his wish, it is some kind of psychological

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1 KASHANI, K. et al.: *Proč už neplatí tradiční marketing*. Brno : Comuputer Press, a.s., 2007, p. 133-134.

process form.[2] The bigger the difference is between the real and desired status, the bigger need is felt by the purchaser.

2. Collecting information

After the problem detection consumer starts to look for information which could satisfy his/her needs. Consumer can or does not have to look for further information. If the motive is strong enough and the product is available, it is probable that consumer will buy it. If it is not so, consumer remembers the need and starts to look for another information which his solution will be based on.

This information can come from internal or external sources according to Pride and Ferell. Internal source of information are own experiences of consumers, their memories and associations. External sources are for example information from friends, advertisements, seller, internet etc.[3]

In term of extent evaluation of stated sources impact, this impact can change with the product and buyer while the most information are received by the consumer from commercial resources and the most effective are personal resources. [4]

3. Alternative valuation

Consumers approach to the evaluation of purchase alternatives depends on individual consumers and from specific purchase situation. Consumer view the product as a package of characteristics to which he/she attributes different levels of usefulness (he/she creates suggestions). It is subjective process.

According to Lantos this step belongs to pre-purchasing evaluation because consumers compare collected information and evaluate attractiveness of individual possibilities. [5]

4. Purchasing decision

Boone describes this step as a state when consumers have evaluated collected information following the own criteria and the result of this process is alternatives reduction to one.[6] In general, consumers buy the most preferred mark; however, approach of another people and situation in which the consumer is, enter to the purchase process.

5. Consumer´s behaviour after the purchase

After purchase consumer is faced with his/her decision and evaluates if his/her expectations were fulfilled. If the product responds the expectation, consumer is satisfied and it can be expected that he/she will buy the product again. If the product did not fulfil the consumer´s expectations second alternative of given situation occurs. Therefore it is necessary for marketing personnel to focus also on post-purchasing consumers´ behaviour and to ask for their feedback.

2   LINDQUIST, J., SIRGY, J.: *Shopper, Buyer and Consumer Behavior: Theory and Marketing Applications.* New Delhi : Del, 2011, p. 123.

3   PRIDE, W., FERREL, O.: *Marketing.* Ohio : Cengage Learning, 2012, p. 87.

4   MATÚŠ, J., ĎURKOVÁ, K.: *Moderný marketing.* Trnava : FMK UCM v Trnave, 2012, p. 80.

5   LATOS, G.: *Consumer Behavior in Action: Real-Life Applications for Marketing Managers.* NY : M. E. Sharpe, 2011, p. 201.

6   BOONE, L.: *Contemporary Marketing.* Cincinnati : South-Western, 2013, p. 138.

Not every purchasing decision requires that consumer passes all five steps of purchasing process. It depends on so-called size of involvement. Products with the low size of involvement are those introducing low risk in a case of bad selection (e.g. low price products). These are mostly automatic or routine purchases. On the other hand, purchasing solution at the products with high size of involvement is complex and consumer comes through the whole purchasing process. These types of products are not bought very often by the consumer and they represent high risk. For example car, PC or flat. [7]

Consumer behaviour consists of activities which are performed by the person when purchasing and using the products and services, including mental and social processes which prevent these activities and also follows them. The basic element of consumer behaviour is the need and following activity which facilitate the relationship between consumer and his/her need satisfaction. This activity is performed following the motivation. At consumer we have to respect his character and characteristics. It is necessary to perceive him/her in complex and to know the process how he/she decides while purchasing. Each buyer has his/her own special needs, wish, purchasing customs, different lifestyle, income etc. and each represents independent potential market. Consumers´ purchase are expressively influenced also by *cultural, personal and psychological characteristics*.

„Culture as a package of basic values accepted by the society, wish and behaviour which individual undertakes from family and other social institutions, is the basic cause of personal desires and wish and from the marketing point of view it has substantial impact on consumer behaviour.“[8] We also put subculture or social segments, which have great impact to the final decision of consumer about product, to cultural factors.

Social or sociable factors create different formal and informal groups, membership and aspiration groups, also position of men and women. Our classification to specific group can affect our purchasing behaviour like cultural factors. We classify mentioned size of involvement as *personal factors*, which are different at each consumer and can effect purchasing behaviour by expressive size. We put age, job, lifestyle, life cycle, personality, etc. to other personal factors.

Lee characterizes factors which have important role in purchasing decision and can cause anomalies and differences in consumers´ behaviour. Men and women behave differently and concerning purchasing they prefer different products, have different opinion and they differ also in reasons and ways of purchasing.[9]

7   VILČEKOVÁ, S., SABO, M.: Nákupné správanie spotrebiteľov naprieč vybranými demografickými ukazovateľmi. In *Trendy v podnikaní – Bussines trend*, 2014, Vol. 1.
8   MATÚŠ, J., ĎURKOVÁ, K.: *Moderný marketing.* Trnava : FMK UCM v Trnave, 2012, p. 75.
9   LEE, H.: *An Application of a FiveStage Consumer Behaviour Decision Making Model: An Exploratory Study of Chinese Purchasing of Imported Health Food.* [online]. [2015-10-22]. Available at: <http://summit.sfu.ca/item/4741>.

A lot of studies have confirmed that men complain less than women when they are dissatisfied with their purchase and they also share their experience and recommendation among their friends less than women. On the other side, women like to share purchasing information and use of product with their friends. As we have mentioned several times before, the basic factor starting purchasing process is need which changes to motive. Motive or motivation itself is basic element of *psychological factors* influencing consumer. Product perception, learning, consumers' attitude and their belief belong in here.

Above mentioned process of purchasing decision and factors impacting this process are the same at traditional offline consumer and also at on-line consumer. We can say that only those marketing stimulus are changing which can affect them and which marketing personnel can adapt following the research of consumer market and consumer behaviour change in todays´ digitized society.

2 Online consumer

The way by which have consumers changed caused also the change of their purchasing behaviour and that is why it is important to adapt also marketing activities in maximum possible way. This is the reason why also marketing personnel in companies try to effect behaviour of potential consumers and customers through all possible available channels mainly in online environment (see fig.1).

This marketing stimulus is used by marketing personnel mainly at communication model AIDA (A-Attention, I-Interest, D-Desire, A-Action), where they effect purchasing behaviour and decision making of consumers step-by-step.

In online environment it can be through:
• Firm blogs
• Feedback messages (SEO)
• Social media (Youtube, Vine,...)
• Social networks (Facebook, Twitter, Google +, Foursquare, ...)
• Mobile applications focusing on geolocation (Foursquare, Yelp, ...)
• Online advertisement (PPC, banners, ...)
• Portals and applications with direct response from customers and their reference (Triadvisor, Google Places, Staffino,...)
• Discount portals, ...[10]

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10 KVASNICOVÁ, J.: *Ako internet meni online nákupné správanie.* [online]. [2015-10-23]. Available at: <http://blog.biznisweb.sk/2012/05/ako-internet-meni-online-nakupne-spravanie/>.
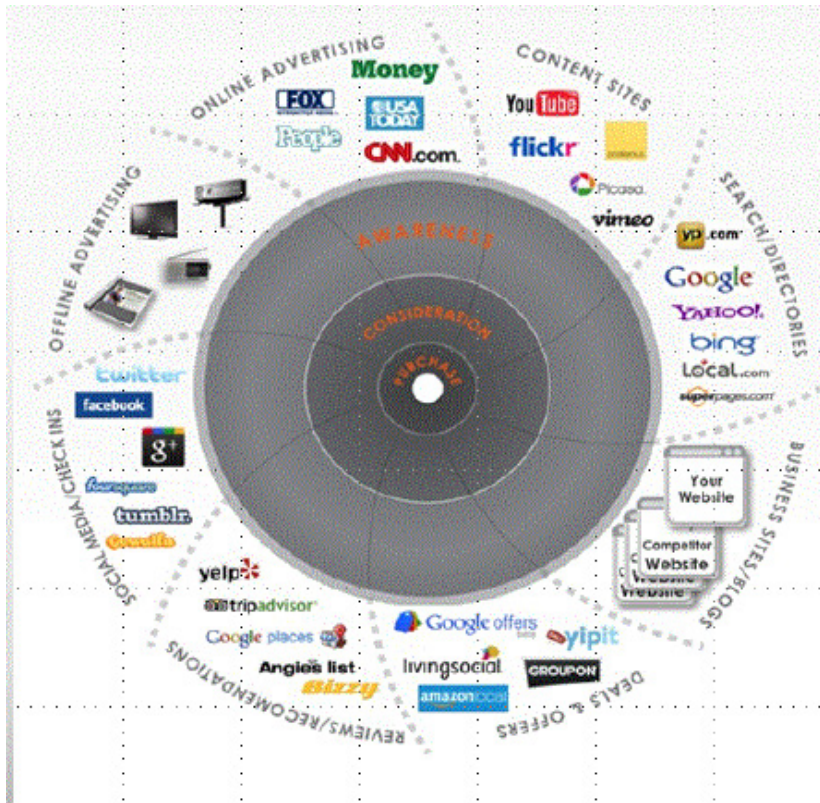
Picture 1: Online marketing stimulus
Source: *Ako internet mení online nákupné správanie.* [online]. [2015-11-02]. Available at:
<http://blog.biznidweb.sk/2012/05/ako-internet-meni-online-nakupne-spravanie/>.

In 2011 Google introduced model **ZMOT** (Zero Moment of Truth) which describes revolution in a way that consumers search on-line and decide about marks. It is a moment when they need, have a question or intent to buy the product and they decide to search for information about it at the given moment. Questions like: „Which toothpaste will whiten my teeth?" Which neoprene is the highest quality?" etc. while we live in the world of smartphones and we do not depend on „sitting and googling at the computer " it is important that the companies and marks are constantly available.[11]

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11 LECINSKI, J.: *Why It Matters Now More Than Ever.* [online]. [2015-10-23]. Available at: <https://www.thinkwithgoogle.com/articles/zmot-why-it-matters-now-more-than-ever.html>.

In years, with a change of purchasing behaviour, this model has extended and the result of ZMOT is not only the purchase but also the sale of positive or negative product experience or experience with itself and functionality of the product (Second Moment of Truth). On the base of Second Moment of Truth we can effect ZMOT of somebody else. (see fig.2)
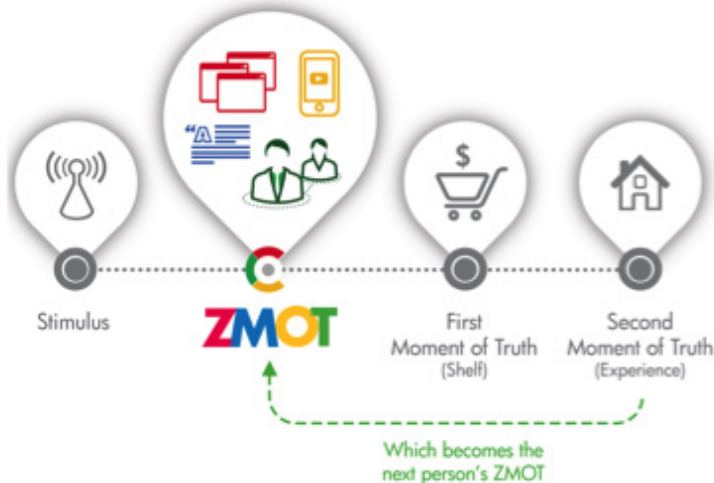
Picture 2: ZMOT: The New Mental Moment of Marketing
Source: *The New Mental Model of Marketing*. [online]. [2015-11-02]. Available at: <http://www.thinkwithgoogle.com/infographics/the-new-mental-model-of-marketing.html>.

Today´s consumers live in digital time at which Slovaks come to the second place (after the Czech Republic) in Central Europe at usage of online purchasing. Consumers´ claims for product quality and for purchasing process grow, but at the same time their loyalty is gently falling according to a lot of researches.[12] According to words of Marek Bača up to 60% of Slovak population uses internet on monthly basis. It means that customers search for information about product on the internet first (e.g. through comparators) and only after that they purchase in brick-and-mortar stores. [13]

Beside massive increase of social media use, consumers´ behaviour has been developing directly proportional. The new type of customer occurred – Social Customer. Social Customer is each of us who uses social media. From the global

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12 PAĽKO, P., STRAŠINIAKOVÁ, M.: *Zmeny spotrebiteľského správania v interakcii s trendmi marketingovej komunikácie.* [online]. [23-10-2015]. Available at: <http://of.euba.sk/konfVeda2012/Prispevky/Palko_Peter_Stasiniakova_Marta.pdf/>.

13 KVASNICOVÁ, J.: *Ako internet meni online nákupné správanie.* [online]. [2015-10-23]. Available at: <http://blog.biznisweb.sk/2012/05/ako-internet-meni-online-nakupne-spravanie/>.

point of view it is 20% of world population what is more than half of 2,4 billions of internet users.[14] Social Customer is pride on opinion of his/her mates. Power of advertisement has been transferred from the company to customers and consumers. Social Customer looks for information on-line and his/her feedback, positive or negative shares through social media – mainly through social networks and is influenced by consumers´ critique in on-line environment. By this behaviour he/she has forced the companies to adapt their CRM, considering that he/she requires the answers for the questions immediately.

88% of customers is less interested in purchase of product or service from the company which ignores questions and claims of its fans on the social networks. Only 17% of customers who had negative experience with customer´s service, will recommend such company to somebody else. And 83% of customers who complain through social media are more satisfied when company answers/ writes back. Customer who is in connection with the given company through social media spends about 20% to 40% more money in average in the company than the customer without social individual companies is followed every week by more than 1 million of people. In average, 1 social customer shares his/her experience about product or service with 42 other people. 88% of customers is affected by consumers´ critique reading. [15]

Following the above mentioned researches it results that 81% of companies which pay attention to social media alongside its primary activity have better position at the market than other companies and that the lowest price stops being as attractive as in the past because it is often connected with some risks.

3 Offline consumer and brick-and-mortar stores

¾ of European consumers would like to have attention and advice from specialists during purchasing. 2/3 of them would like *opinion about product quality*. They expect *seller* to be important part in the shop. 79% of customers wish to give goods back or to buy used one. 61% of customers wish reserved parking and 57% children´s corner. Shops digitizing is something that could enable clients to use internet in the shop which could affect sale positively. Consumer is willing to go to the shop if he/she gets the message to his/her smartphone about the sale in actual time. Digital panels and tablets in the shops also enable customers to access the wide offer. 71% of Europeans look for some miscellaneousness of „online" and „offline". If they do not find the product on the shelf in the shop they would appreciate the order through the internet immediately in the shop. While speed and the internet cannot be separated, consumers are also interested in fast payments. 37% wish *to pay by smartphones* at which 15% already have been

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14   *Nadvláda spotrebiteľa na internete.* [online]. [2015-10-23]. Available at:
     <http://www.bithob.sk/nadvlada-spotrebitela-na-internete/>.
15   Ibidem.

doing it. A bit more, 39% would like to pay in the shop through terminal. As much as 66% of consumers wish intelligent terminals instead of cash-desks to make their shopping faster. *Click & Collect*, remote purchasing in advance, has already found its place.[16]

Some trends resulting of the research can be seen also in Slovakia. If tradesmen want to attract customers´ interest, they provide extra services, implement innovative sale solutions and they come with new communication concepts. Customers expect offers for alternatives – classical ways and also internet.

Traditional consumer appreciate advantages of brick-and-mortar stores which cannot be offered by internet:
• **Physical space** where products are on view – and offering experience to consumer,
• **Experience of seller** who can give advice and accompany the purchase,
• **Physical touch** and to try, understand the thing.

These three advantages of brick-and-mortar stores are searched for by consumers and at the same time shops can use them as their capital and widen their selling in the future together with participation of the newest technologies. The shops and internet can be very successful together. Demands of most of purchasing people have overtook the possibilities of lot of sellers and consumers expect from shops the same level of information, transparency and tempo as from the web pages. 2/3 of customers are interested in personalized purchasing when visiting the shop.

As many as 85 percent of purchasing people prefer help-yourself approach to online information in the shop towards recommendations of sellers. While making purchasing decision, 1/3 of them help themselves by searching information online through their mobiles (20% increase comparing last year). As important number of consumers is online during moving in brick-and-mortar stores, traditional purchasing places have to react flexibly to this situation. This is done through online chat, Facebook pages or through their web pages with enough information about their products following which they are able to answer the questions of potential customer. Detailed information in actual time covering pricing of online competitors and fast reactions represent key success factors not only in internet shops but also in brick-and-mortar stores.

16 *Obchod alebo internet? Spotrebitelia stále volia oboje.* [online]. [2015-11-02].
Available at: <https://www.cetelem.sk/o-spolocnosti/tlacove-spravy/obchod-alebo-internet-spotrebitelia-stale-volia-oboje/>.

Conclusion

Recent years the specialists have been researching how internet affects purchasing process of consumers. They believe that the consumers have to develop certain strategy based on individual and also on contextual factors (characteristics of decision process), because they have limited capacity of information processing and they defined three basic factors as follows.

Comparing of online environment and traditional information and their influence o consumer behaviour

Decision complexity – number of possibilities and information related to each alternative
• Online environment (OE)
• Consumer uses "head" and computer for making decision. Total capacity is increasing.
• Traditional environment (TE)
Consumer uses "head" for making decision. Its cognitive capacity is fixed.

Organization of information – presentation, character and content
• OE: information presentation character is flexible. Consumer can reorganize and control it. Product´s positives can be re-counted on internet without consumer has to assess individual attributes.
• TE: information presentation character and their organisation is fixed. Consumer can write them maximum on the paper.

Time restrictions – decision time
• OE: Computer and internet can save the time connected with the application of decision rules. At the beginning the time is needed for consumer to learn work correctly with application.
• TE: More difficult choice strategy which requires more time for decision making and formulation."[17]

Resulting from previous, digital innovations forced todays´ consumers to look for information online. On one hand, it can provide time saving and choice complicity, on the other hand, we cannot talk about changed form of decision making process.

We can define Slovak and Czech customers as the customers of **ROPO** type:
R – research
O – online
P – purchase
O – offline

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17   SCHIFFMAN, L. G., KANUK, L. L.: *Nákupní chování.* Brno : Computer Press, 2004, p. 554.

In translation it means that customers search information about product on the internet first (e.g. according to the research of IBSG company Cisco most of the customers make survey about price and offer and only after that they go to the shop)[18] and subsequently they go shopping to the brick-and-mortar stores.[19] Todays´ consumer is more experienced and more informed thanks to digitizing, he/she can reveal and decode strategies of marketing, merchandising and packaging well and fast. This new behaviour of customers presents approach change challenge for sellers who have so far focused to the traditional purchase form specializing to the price, product, promotion and placing. It is important that purchasing should be easy, payment fast and without any complications so the customer does not have time to think about original purchasing impulse and re-evaluate it.

The key conclusion is that customers today do not differentiate between online and offline purchasing. It is absolutely integrated world for them. We do not have to think about difference of online and offline purchasing. It is important for customers that sponsors know how to connect these channels. Online businessmen should build awareness also in offline environment and mobile applications could help them very effectively with that. Offline sellers should use the possibility of additional addressing of customers through online world and offer possibilities which are consumers used to on the internet.

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18 *Internet mení spôsob nakupovania.* [online]. [2015-10-23]. Available at: <http://www.cisco.com/web/SK/news/archive/2012/TS_Buducnost_nakupovania_ 120322.html>.
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THE IMPACT OF DIGITAL TECHNOLOGIES ON CONSUMER BEHAVIOUR OF GENERATION Y − „RETRO" TREND

Petra Grešková

Abstract
The area of consumer behavior is dynamic and constantly evolving. When digital technologies emerged, their variability, availability and use significantly influenced consumer behaviour and shopping, as well as the lifestyle of consumers across all ages. They are using new technologies while being more literate, more demanding and more rational when it comes to a range of products and services. Most companies / brands cannot operate without using digital technologies and focus their marketing activities right on the online environment. Generation Y can be defined as a young generation that has grown up surrounded by digital technologies and the Internet, uses them on a daily basis and considers them to be a part of their lives. The paper deals with Generation Y and the impact of digital technologies on changes in consumer behaviour of this generation. This paper also illustrates the current trend dominating the generation, a so-called „retro" trend.

Key words:
Consumer. Consumer behavior. Digital technologies. Generation Y. „Retro" trend.

Introduction

Detailed information on consumers, their behaviour and the factors which influence them in their buying habits are a key element for every subject operating on the market. In the last few years (5 to 8 years back approximately) we have reported a growing interest in consumers´ habits and have found new forms and ways of communication among subjects and consumers or customers, maily due to sophisticated technologies, e.g. availability of smart phones, socialing web pages and mobile applications. Digital technologies have recently become a routine for almost all ages. As a result, through smart phones and Internet connection a consumer is able to find all necessary information on products, businesses or brands at one place, compare the search results, follow up company communication and make a much quicker and simple decision than before. On the other hand, brands can profit from larger space for their promotions and launching of a new product on the market, they can appeal consumers in a more attractive way, liaise with them and build up long-term relations. From a marketing point of view, digital technologies create a unique place for communication, which thus becomes quicker, simpler, easily measurable, interactive and personalised. As these tools are mainly available for the young generation, they create a medium to attract young target audience and thus meet marketing and communication objectives of a business. The paper deals with the impact of digital technologies on consumer behaviour of Generation Y which has become a key element for most of businesses. Generation Y consists of consumers of young or middle age, i.e. 18 to 35 years-olds which can

be defined as technologically skilled. Even though older generations, e.g. Baby boomers (Generation 50+) are only getting to know information technologies, we expect them to go fully on-line in the upcoming years. Digital technologies are expected to be used by older and older generations in the future.

1 Current trends in consumer behaviour

A consumer is a crucial element when planning and implementing marketing activities of businesses. Nowadays consumers are becoming even more important as thanks to digital technologies companies and brands do not see them only as a target of their marketing activities, but as creators who directly step in the communication and thus become more active in relation to companies and their products. Generally speaking, a consumer of nowadays, no matter what generation we refer to, becomes more informed, educated but also more demanding with regards to how particular businesses and brands communicate with their target audience. In their buying decisions, consumers are becoming more selective, rational and demanding. As the market offer is wide, consumers can choose from various products and services of similar features, which enables them to select upon different criteria and have a wider choice at their disposal than anytime before. The last decade has brought considerable changes in consumer behaviour and consumer lifestyle. These changes partly result from evolution of the society as such, but mainly are caused by development and availability of Internet and modern communication tools which enable consumers to become closer and more communicative. Last three to five years have been particularly remarkable regarding the process of consumers´ digitalisation because of higher availability of communication tools (smart phones, tablets, mobile phones). Moreover, Internet has become an unseparable part of the life of young consumers. Competitiveness has grown steadily in all the fields of business. The telecommunication market has risen considerably as new mobile providers, new brands of smart phones and communication devices have entered the market. As the market is becoming more saturated with the up-dated products and devices, smart phones have become easily available for all ages. Mobile app developers have not lagged behind either and have made the virtual world reality. Therefore, consumers can buy online, follow up their favourite brands, get to know new people, travel, read their favourite newspapers and magazines online or simply have fun and chat with friends.

The things that were unimaginable 10 years ago, have now become reality which affects the whole world and holds a key to the era called **digital**. Therefore, businesses and brands are facing a challenge of coping with digital communication in the online environment and following up the fashions and trends. Digital era has considerably influenced consumers, whose lives have become different thanks to Internet and digital technologies. It is hard to say whether such a change has made our lives easier and less complicated. What has certainly changed is consumers´ lifestyle and the way day-to-day activites are

exercised. Everybody goes digital. Nobody can imagine their life without digital technologies. They have become a part of our everyday activities and duties. We have mobile apps to chat with our friends, do the shopping, listen to music – and still we talk only about ´low-range equipment´. We have got used to the fact intelligent technologies make our lives easier as they remind us what to do and who to meet or even which restaurant to choose to be fully satisfied. We live in the consumption world influenced by digital technologies either we refer to Offerees or Offerors. With regards to the above mentioned information, it is worth stating several important facts which have deeply influenced consumer behaviour. These are as follows:[1]

• **Technologies have become a part of consumers´ lives –** they offer a wider choice and in specific segments (e.g. the young) they have made traditional communication channels less effective as they were able to attract similar or higher attention of consumers because they fit more their wants and needs,

• **Consumers are not able to perceive insignificant messages –** we have to take into account that consumers have become more knowledgeable as they have a wider selection and different media at their disposal. Technologies can filtre insignificant information on the basis of anticipated behaviour in order to avoid unsolicited message getting through (e.g. smart phones filtre spams in e-mails, socialising web pages show links using logarithms, etc.),

• **Consumers require mutual communication –** personalised ads and interaction between a consumer and a business/brand have become trendy these days. One-way or mass advertising has become obsolete when addressing a consumer.

1.1 Digital technologies

Even though offline technologies and media still appeal to large audience, they are gradually losing their added value due to their low rate of updates, higher financial demands, minimum interactivity and almost null posibility to obtain quick and up-dated information from the part of customers, etc. Digital technologies themselves entail a broader notion. We can define them as smart phones, mobile phones, desktop computers, tablets or even socialising web pages, mobile apps, blogs, portals, tailored applications of sellers or even the Internet connection enabling their full-value use. Internet is a network facilitating searching for information, connecting people all over the world and enabling communication in the way no other medium can do. We can call it both a medium or a space. The authors Mrs Přikrylová and Mrs Jahodová assume that Internet represents a communication platform providing businesses with undeniable advantanges, such as:[2]

• Availability of information,

• A place for promotion activities,

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1   *Consumer intervenes: how to appeal to target audience in the year 2013.* [online]. [2015-02-02]. Available at: <http://strategie.hnonline.sk/blogy/spotrebitel-zasahuje-ako-oslovit-cielove-skupiny-v-roku-2013>.

2   PŘIKRYLOVÁ, J., JAHODOVA, H.: *Modern marketing communication.* Praha : Grada Publishing, a.s., 2010, p. 217.

• A tool for creating and managing PR,
• A business channel,
• A distribution channel,
• A tool for managing business´s internal processes.

Online environment incorporates a set of special attributes thanks to which marketing communication can be faster, more dynamic, more targeted and more creative comparing to offline media. Information is updated and spread to wide public within a few seconds. The main advantage is the Internet connection enabling work with technical gadgets. Another benefit digital technologies certainly bring is the fact that they integrate a large scale of tools and forms to be applied to a particular type of a consumer or a segment. Taking into account their use by young consumers and growing competitiveness in particular segments (mainly a steep rise in services) digital media and technologies represent a necessary part of a business, marketing and communication strategy of a company. At present we can define key factors linked to digital technologies, e.g.:
• Availability (enough producers, distributors, products and brands available on the market).
• Lower financial demands (lower prices for telecommunication services).
• Wide selection (a wide choice offered by different competitors).
• Internet coverage (households, businesses, individuals, students ...).
• Computer literacy of users (active integration of technologies in consumers´ lives).

1.2 Digital consumer

Digital technologies influence consumer behaviour to such an extent that we encounter a term of a digital consumer even more often these days. A term „digital consumer" refers to a consumer exercising pre-purchase, purchase and post-purchase activities through the Internet or digital technologies. Digital consumers represent a segment with their particular features and traits and nowadays are primarily targeted by marketers. The latest study TNS „Connected Life" carried out in 2015 was analysing motives, attitudes and behaviour of consumers on the Internet while pointing out to various types of digital consumers. Those are divided into two main types of influence, while the first one represents social influence and the second one represents digital influence. Digital influence can be defined as a rate of Internet connection throughout the day, while social influence refers to a rate of importance of social content to a recepient. In total we distinguish four main types of digital consumers:[3]
• **Leader –** this category of digital consumers entails those consumers who are mostly younger and are approximately 6.2 hours a day online,

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3   *Do you know the types of digital consumers?* [online]. [2015-11-06]. Available at: <http://strategie.hnonline.sk/spravy/marketing-digital/poznate-typy-digitalnych-spotrebitelov-0>.

- **Functional –** represented mainly by more careful users of digital technologies, those who do not trust technologies too much and they use them just to keep the pace with the others,
- **Observer –** these consumers are defined as enthusiasts when it comes to digital technologies as they are curious about any news emerging in the IT field,
- **Connector –** a type of consumer with lower income who is approximately 5 hours a day online. A consumer is not as much enthusiast about new technologies as Observer. When being online, a consumer prefers interacting through socialising web pages.

1.2.1 Interaction between digital technologies and consumer behaviour

Significance of digital technologies in relation to consumers keeps growing, which is also proven by the research conducted by Deloitte. As stated by the research, businesses´ online activities reflect on the overall sale conditions in brick and mortar shops and therefore these two channels should not exist separately, but on the contrary, the interaction should be created in order to reach better communication and economic results. „*Two parallel customer segments have stopped existing nowadays – customers of brick and mortar shops and those shopping online. Digitalisation has erased boundaries between these two worlds. Retailing businesses often compile their marketing budget as a percentage from the turnover of online sale, but the majority of consumers use the information they had found online to do the shopping in brick and mortat outlets. Most of customers use a web page only to select goods and do a shopping list and instead of shopping online they go to the shop in person.*"[4] The research by Deloitte named The New Digital Devide conducted among American consumers also states that digital technologies substantially influence sale in brick and mortar shops. In 2013 their influence amounted to 36 % from total retail revenues of brick and mortar shops while in 2014 we expected it to grow up to 50 %. Consumers used technologies to **search for products, compare prices, search for reviews or location of goods at shop or a payment method itself.** Consumers mostly used digital technologies when buying consumer goods and furniture – 58 %, the least when buying food – 29 %. The greatest influence of digital technologies can be seen in shopping. The study considers separating online and offline activities to be the biggest drawback of marketers and salesmen. Therefore they recommend using integrated marketing communication in order to ensure continuity of communicated messages and create unique impression in consumer´s mind.

1.2.2 Using marketing communication by means of digital technologies

As the paper deals with digital technologies, it only contains a partial and topic-related point of view. Based upon the current information from the research

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4   *Traditional retailing and digital sale: one strategy, no boundaries.* [online]. [2015-11-06]. Available at: <http://www.cfo.sk/articles/tradicny-maloobchod-a-digitalny-predaj-jedna-strategia-ziadne-hranice#.vjkqe7cvfiu>.

carried out by TNS and the web portal Stratégia in the year 2015, advertising on socialising web pages is the most often used marketing communication tool. The research focused on Slovak businesses who stated that their budget for digital media communication has increased comparing to the year 2014, as answered by the majority of respondents.[5]

2 Specific consumer segments – generations

Implementing marketing activities through generations is very popular these days. Consumers from the same generation segment are expected to share similar characteristics which enable us to select a suitable marketing and communication approach. Even though the paper defines Generation Y by particular traits and features, marketers and admen will have to work on segmentation using more specific criteria.

2.1 Generation Y

Generation Y has become an interesting marketing target. They were born and grew up at the time when communication technologies were well developed. Their evolution has recently accelerated to become a part of their lifestyle. Recent boom in modern technologies as well as other social and cultural factors reflect on the overal identity of this segment. This generation is often represented by young and ambitious people aged 18 to 30 who implement new rules of communication and marketing thanks to their individualism, distinction and ambitions. Generation Y is a digital generation of trendy consumers asking for an innovative approach in marketing communication. As stated by Kotler, the most significant trait of this generation is **computer literacy**, which determines what set of tools should be used from the part of a business. The young use the Internet, mobile phones, socialising web pages or play games online. Their computer literacy is not only natural and accidental, but is also partly caused by their parents from Baby boomers generation who are willing to buy these technologies for them.[6]

2.2 Particularities of consumers of Generation Y

Entry of digital technologies into consumers´ lives has been massive and has considerably influenced their behaviour, lifestyle, interests and habits in general. Digital age, however, has deprived us of personal contacts as most of marketing as well as personal activites have been transferred to the environment concentrating

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5   *Marketers mostly use advertising on socialising web pages.* [online]. [2015-11-06]. Available at: <http://strategie.hnonline.sk/spravy/marketing-digital/marketeri-najviac-vyuzivaju-reklamu-na-socialnych-sietach>.

6   KOTLER, P., KELLER, K. L.: *Marketing management. Volume 14*. Praha : Grada Publishing, a.s., 2013, p. 257.

a great amount of modern brands. Young generations are paying attention to what brands do/do not do and they react sharply to any change they do not like.„*Geeks, hipsters, rebels, freelancers, creatives, artists, designers, coffee coollers, flaneurs. These are shades of under-group of the generation called Millennials or Generation Y. The people who were born between 1982 and 2004 approximately. They are impertinent and want to change status quo at any price, turn the world upside down. If they work in a company and occupy a senior position, they do not bite their tongue, force their opinions on others, they like to pretend that all other projects lag behind in comparison with their hyperactivity. They appear to be stubborn and they certainly are, with no respect, even arrogant, disloyal and individualists. On the other hand, they are creative, innovative and companies need them. They will keep the economy going in the future.*"[7]

2.2.1 Lifestyle and value orientation of Generation Y

Generation Y and other younger generations, such as Generation Z, are highly influenced by digital technologies, mainly smart phones, tablets and socialising web pages. Comparing to other generations, lifestyle of Generation Y is much more extravagant. The author Mrs Horná states that young generation prefers values such as individuality, self-fulfillment and realisation of their own dreams. In contrast to the older generation, their values have significantly changed. The older generation had grown up with totally different values – how to adapt to the others, listen and trust them, sacrifice yourself and have certain discipline.[8] With regards to fast lifestyle and drive, they are able to do various activities at once, which is possible thanks to digital technologies. CEO of Burda Praha, when questioned about changes to the lifestyle of Marianne women readers, answered that women have considerably changed in last ten years. Women live and work online, they use smart phones and tablets to do the shopping and they read the magazine on all the communication platforms. They are able to buy online everything what catches their eyes in the magazine. „*In the morning they come to their office with caffé latte they bought in a coffeehouse chain, they pop into a nearby shopping centre to have lunch, they choose activities for the weekend during the break. In the evening they like to go to the Italian restaurant with a boyfriend and then watch a film on a PC or on YouTube while chatting with a friend through Facebook. Our regular research says so. Or even much more – they like global brands but they are interested in whether products of these brands are environmentally-friendly. Today´s readers of Marianne feel oversaturated with the offer and therefore they like to choose those things which are not only of*

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7   *Millennials will get your business started too.* [online]. [2015-11-07]. Available at: <http://medialne.etrend.sk/marketing-tlacove-spravy/millennials-zahybu-aj-s-vasim-biznisom.html>.

8   HORNÁ, T.: *Influence of advertising and media on the values of younger and older generations.* [online]. [2015-02-02]. Available at: <http://www.pulib.sk/elpub2/FF/Balogova1/pdf_doc/4.pdf>.

a high quality, but also have an added value. For example, they are produced in the country."[9]

2.3 Trends in consumer behaviour of Generation Y

Generation Y can be defined as a large and heterogeneous group of consumers who represent a new challenge for both marketers and brands. Their behaviour dictates trends in the digital environment, they are and they want to be co-authors of marketing messages. Taking into consideration their computer literacy, knowledgeability, consumer demands and growing competitivenes, it is not alway easy to attract their attention. Generation Y as well as younger generations require more than just a simple one-way communication.So as they would be willing to select a brand and promote their products or services, business, product or communication strategy should bear strong features which can keep consumer´s attention for a longer time. If a business/brand does not choose an appropriate type of marketing communication or does not persuade a consumer of Generation Y, then their long-term presence on the market will be in danger. As stated concisely by Mr Minár, the main strategist of Istropolitana Ogilvy advertising agency: *„Here comes the product age. People are becoming more demanding and critical towards what they buy."*[10] Despite the fact that the author is speaking about trends in consumer behaviour in general, it is also possible to apply them to consumers of Generation Y. Mr Minár has noticed several changes to consumer behaviour:

• Perception of an offer – a consumer compares, expresses his/her opinion, evaluates and thanks to updated information is able to distinguish strengths and weaknesses of products,
• Quality of products – a consumer concentrates more on the price/quality ratio as they do understand that lower prices usually go hand in hand with a worse quality,
• Price – consumers are willing to pay for the brands represented by a relevant product,
• Instancy – consumer behaviour changes thanks to availability of the Internet as we are able to find a lot of useful information ourselves while we get bored with unnecessary one,
• Real social networking sites – despite the fact that a lot of marketing activities happen in the digital environment, consumers are beginning to turn to more personal contacts,
• Real Slovak quality – the trend of getting back to Slovak products is seen not only with younger, but also with older generations. The young generation supports

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9   *Marianne is no more limited by age, inspiration is what matters.* [online]. [2015-11-07]. Available at: <http://www.mediaguru.cz/2015/10/marianne-se-uz-nevymezuje-vekem-hlavni-je-inspirace/#>.

10   MINÁR, P.: *Here comes the product age. People are more demanding and critical to what they buy.* [online]. [2015-11-07]. Available at: <http://medialne.etrend.sk/marketing/pavol-minar-je-tu-doba-produktova-ludia-su-narocnejsi-a-kritickejsi-k-tomu-co-kupuju.html>.

local products and local brands, which they like to post on their profiles on socialising web pages,

• Comeback to retro – current marketing strategies are trying to attract consumer´s attention with retro design, retro products or even retro communication.

2.4 Segmentation of Generation Y

Generation Y covers a large group of consumers who can be segmented upon different criteria. It is currently assumed that segmentation of consumers based upon sociodemographic criteria is not sufficient for marketing practice and therefore new factors for segmentation, e.g. psychographic or psychological, come first. It is difficult to talk about segmentation of Generation Y in general as we know that each brand selects consumers on the basis of its own demands and criteria.

2.4.1 From „ECO" trend to „BIO" and „RETRO" trends

Digital media play a crucial role thanks to **the pace at which consumer trends are evolving.** When considering digital evolution, one can state several factors representing consumer behaviour of the young generation. About five years ago, in 2010, consumers used to focus mainly on ecological products or environmentally-friendly goods. **„Eco age"** did not last too long, though, and consumers got attracted by another fashion. Around 2012 a new so-called **„Bio trend"** emerged relating to young consumers who used to prefer healthy bio and organic products. This trend spread and influenced the overal marketing strategies of businesses. Biological shops, biological blogs, biological restaurants, organic products, etc. took off. Consequently, producers were happy to inform about healthy lifestyle and launched bio and organic products on the market (gluten-free products, whole grain flour, healthy sweeteners, etc.).

At present, in 2015, **„Retro trend"** has become extremely popular. The trend draws from previous time period, maintaining the basics but developing visualisation and marketing communication of businesses. „Retro trend" shows in the field of products and services. It is visible in the field of fashion (fur, flannel, jeans ...), furniture and househould accessories (vintage style), men´s and women´s fashion accessories (spots, headbands, colourful socks, bow ties, scarfs, hats ...). „Retro style" makes Generation Y use applications, mostly Instagram to share photos and videos, hashtags and photo arrangements. The generation has set clear rules of communication with friends and is extremely community-oriented, i.e. likes sharing and connecting with the likes of them through socialising web pages. In last five years „retro trend" has mainly showed in the field of **coffee business** and services related hereto (Coffee as a product, coffee houses, coffee services.). There has been a huge growth in the number of coffee houses and restaurants being opened and equipped in retro style and offering retro products **(Štúr, Ranô Ptáča, Leháro and many others**). The

coffee segment has also gone through considerable changes as new Slovak coffee brands and coffee houses have emerged **(9 Grams Coffee, Trojkolkáva).** The web page **www.kavickari.sk** has become a unique communication channel constantly bringing hot news from the coffee segment. Young consumers have started paying attention to what coffee they drink, where it comes from, where it is roasted and how much it costs. Even coffee brands (e.g. **Popradská** coffee) having been on the market for several years have got adapted to a new retro style. The brand introduced a new advertising campaign in three versions: „Hipsters drink Popradská coffee". „Managers drink Popradská coffee." „Chicks drink Popradská coffee." The ad campaign explains how a consumer perceives the coffee in „retro" packaging, the coffee with a particular style while he/she knows it is still Popradská coffee. The brand is well established on the market, preserves its quality, position and long-term tradition, which only little reflects the latest fashion. We are able to denominate a few features defining „retro" trend in marketing communication, products and services:

• Trend „Slovak",
• Trend „domestic or homemade",
• Trend „local",
• Trend „unique",
• Trend „social or community-oriented",
• Trend „quality".

These brands are different, they often use celebrity endorsement and preserve their uniqueness. They provide customers with a certain emotion and by their marketing approach they motivate them to go to a café on a regular basis. „Retro" style has also showed in the field of brand presentation as they tend to use a specific style in their ads.

2.4.2 The person of a „retro" consumer of Generation Y

With regards to above mentioned information we can state a few particular features defining the person of a „retro" consumer of Generation Y in the field of coffee products and coffee services. The person can be defined as a successful and strong man, a hero who incites emotion and motivates them to behave alike. He can be defined as follows:

1. **Coffee.** Coffee is an unseparable part of retro style. Coffee in cafeteria or take-away. The Slovak, the better. With special attributes,
2. **Style.** Clothes, visage, accessories. Everything that is unique, special and underlines man´s image,
3. **Brand.** Interested in brands and products he buys. Quality, content, preparation,
4. **Positive energy.** Real „retro consumer" is always in a good mood and generates positive emotions,
5. **Community life (bikers, coffee lovers ….),**
6. **Bike.** A bike has become a more important „retro" accessory than ever expected,

7. **Smart phone,**
8. **Right mobile app (Instagram),**
9. **Hashtag,**
10. **Friends.**

Picture 1: Person of Generation Y in „retro style"
Source: Own processing; promotion of the event Cajgelvíkend (Grafic design: Veronika Krajčiová, Faculty of Masmedia Communication, University of Ss. Cyril and Methodius in Trnava)

2.5 „Retro" trend in consumer behaviour of Generation Y

Thanks to digital technologies, Generation Y perceives „retro" trend as extremely popular and attractive, which can be seen throughout Slovakia. It reflects Generation Y´s lifestyle and underlines their fast tempo of life. Based upon the stated analysis of consumer behaviour of Generation Y and the present „retro" style, we can state several findings which can be regarded as crucial for marketers and admin:

1. To have own quality product.
2. To create a strong brand.
3. To attract, motivate, have a story.
4. To be unique. To be stylish. To be emotional.
5. To have a person representing a brand.
6. To follow up what is written or said about the brand. To spred the story.
7. To bet on visual identity respecting current trends.
8. To make use of digital technologies – socialising web pages, mobil apps, web pages.
9. To be a part of community – to liaise with the others, to communicate in person and believe in the opinions of the community.
10. To segment customers on the basis of psychographic and psychological factors.

„Retro" trend has started to appeal to even older generations. The brand Lidl has just launched a new ad campaign „Week of retro products" focusing on traditional Slovak products and brands, e.g. Granko chocolate drink, Pitralon after-shave

balm, Pedro chewing gums, Kakao (Cocoa) and many others. By his coverage and popularity, the campaign has been utterly unique in Slovakia.

2.6 Impact of digital technologies on trends in consumer behaviour of Generation Y

Growing significance and consequent influence of digital technologies on consumers of nowadays show in their availability/multitude (a growing number of smart phone and Internet users), **obviousity/omnipresence** (technologies have become a part of everyday activities) but also a growing **consumers´ requirements** as a result of everyday use (socialising web pages, mobile apps, blogs, chats, e-shops etc.). Digital media considerably influence life style of consumers, their value orientation, motivation, interests, leisure activities, shopping etc. They contribute to increasing consumers´ knowledgeability as they enable new trends from abroad to become a part of our lives. Digital technologies have made shopping, trading as well as personal communication much easier. Therefore, they enable the young generation to access products and services in an easier way while, however, **making the product life cycle shorter.** Consequently, new trends related to consumer behaviour are also of very short duration. In the past, marketing covered decades (60s, 70s ...) while at present it lasts not more than five years, which represent the limit for consumer trends. **Tendancies in the field of consumer behaviour vary. Neverthless, it is obvious that the market is getting more and more fragmented that anytime before. One generation is split into several smaller consumer groups defined not only on the basis of sociodemographic criteria, but rather on psychographic and psychological features of a consumer, which will become crucial to every brand on the market.** From the marketing point of view digital technologies are important for admen because of swift changes to consumer behaviour of the young generation who does not require one-way, but interactive communication. By way of smart phones, applications and socialising web pages young consumers dictate brands what they expect, express their opinions, are not afraid to be proactive and refuse a brand, a product or a business not meeting their strict criteria. Young generation demands much more than before, cannot be fooled by „empty words", compares and examines. Influence of digital technologies on consumer behaviour of Generation Y in creating new trends can be seen on the following models.
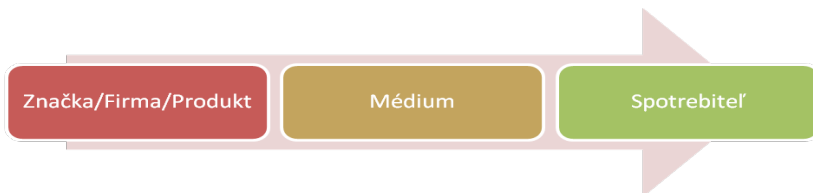
Picture 2: Model of marketing communication – trend of a one-way communication
Source: Own processing
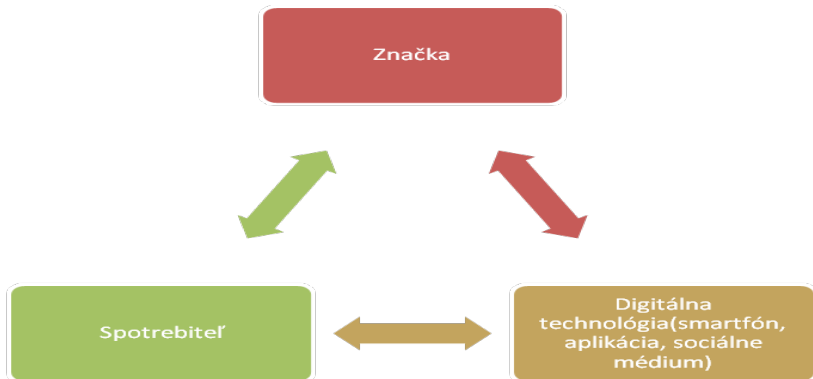
Picture 3: Model of marketing communication – trend of an interactive communication
Source: Own processing

Picture 2 points to a one-way communication while Picture 3 defines an interactive communication. The main difference lies in the role of a consumer who is able to step in the communication process of brands by way of a digital technology, e.g. a smart phone or the Internet connection.

Conclusion

The digital environment represents large space for presentation of brands, products as well as people in the role of current consumers. It includes a countless number of advantages thanks to which marketing activities can be executed more effectively despite bringing a lot of drawbacks, though. Digital technologies rapidly influence changes to consumer behaviour and those businesses and brands which are not able to keep the pace just stay behind and fall into oblivion. This especially applies to Generation Y and the young who are strict enough to let businesses and brands feel what they require and moreover, they are not willing to accept any faux-pas. The modern era of digitalisation has helped brands to get more easily to customers and increase their awareness among wide public. In order for businesses and brands to be successful on the market, they need to follow up trends and be flexible in their reactions. The above mentioned facts can be defined as a new challenge not only for admen, but also for senior executives and HR managers. Generation Y is demanding and therefore will ask for even more in the future.

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Millennials will get your business started too. [online]. [2015-11-07]. Available at: <http://medialne.etrend.sk/marketing-tlacove-spravy/millennials-zahybu-aj-s-vasim-biznisom.html>.

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INFLUENCE OF CONTENT MARKETING ON DIGITAL CONSUMER

Diana Karaffová – Alena Kusá

Abstract
Content marketing also known as inbound marketing is one of the main features of online marketing and is strongly influenced by the concentration of the digital environment and available digital tools not only marketing, but most of the communication mix. This contribution article will examine the concepts, the use of digital customers in terms of value, sales in shopping stages and benefits as well as comparison of content marketing with traditional forms of advertising. In conclusion, we point out the implementation in practice referring to the results of the past studies.

Key words:
Buying process. Content marketing. Content marketing forms. Content quality. Content strategy. Communication mix. Customer value. Persons making. Social media.

Introduction to content marketing

The well-known Kotler's factors affecting buying behavior describing factors that influence the customer (cultural, social, personal and psychological)[1] are a necessity in the classic marketing, but with increasing globalization, internetisation, disruption of cultural barriers and the actual online environment change the established stereotypes – how we think, how we make decisions, how we respond to our surroundings and how we communicate. As described in "Decoding the new consumer mind" by Yarrow, new technologies are gradually changing consumer perceptions that affect human psychology in the following areas[2]:
• positive inclination to innovation,
• empowering consumer position,
• faster way of thinking,
• power of symbols,
• new forms of connections.

This is the evidence of a digital age dominated by a digital consumer and new forms of today's communication. Currently communication is turning into content marketing.

The existence of content marketing was known even before the invention of the Internet itself. The actual name was different, yet companies used it in order to promote their brands and products already at the beginning of the 20th century.

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1 KOTLER, P., ARMSTRONG, G.: *Marketing.* Prague : Grada Publishing, a.s., 2007, p. 265.
2 YARROW, K.: *Decoding the New Consumer Mind.* San Francisco : Jossey-bass, 2014, p. 14.

Content marketing is now strongly influenced by the concentration of the digital environment and available tools that companies integrate into the marketing mix. Its growing importance is the natural reaction of the market to the ever growing volume of advertising (outbound marketing), which takes more and more varied forms also thanks to the popularization of digital channels and media. Although old fashioned SEO (obtaining backlinks), as well as PPC advertising, are still used in the online marketing, the increasingly informed consumer and innovation in marketing are forcing marketers to use available marketing tools more effectively, to target and monitor the effectiveness of their activities and to measure the return of the funds spent within the marketing strategy. The result is a gradual take-over, which predetermines changes in the perception of supply and demand. This natural evolution is the result of several causes. Constantly improving technologies are increasingly able to accurately target key customers, track their behavior in the online, as well as offline environment and then correspondingly react in time and status of the current needs," said Fašiang[3]. The result is that people under the constant attack of offerings are paradoxically becoming resistant to the advertising messages. On the contrary, today's consumer seeks and also expects more than just a product or service. In order to become a customer the consumer requires value they receive for their purchasing decisions, and their faithfulness. The behavior and perceptions of the actual consumer is addressed by Schiffman and Kanuk[4] who state that "customer satisfaction is the source for the creation of sustainable values." Quality content marketing implies creation of something original, educational or otherwise valuable to people and thus creates value for the consumer. Content marketing is often associated with small businesses and startups (as it is less demanding in terms of budget), but also practiced in large corporations that use a comprehensive portfolio of marketing mix.

One of the main preconditions for quality content – inbound marketing is its complexity and its main importance lies in producing long-term and "honest work". Even creating the content itself is not a prerequisite for success without properly set and measurable targets, full web development, and copywriting, use of "call-to-action" elements, SEO, online PR and communication on social networks.

3   FAŠIANG, T.: Purchase behavior of women generation X and Y. In In MATÚŠ, J., PETRANOVÁ, D. (eds.): *Marketing Identity: Design that sells*. Trnava : FMK UCM, 2013, p. 264.
4   SCHIFFMAN, L., KANUK, G.: *Nákupní chování.* Prague : Computer Press, 2004, p. 321.
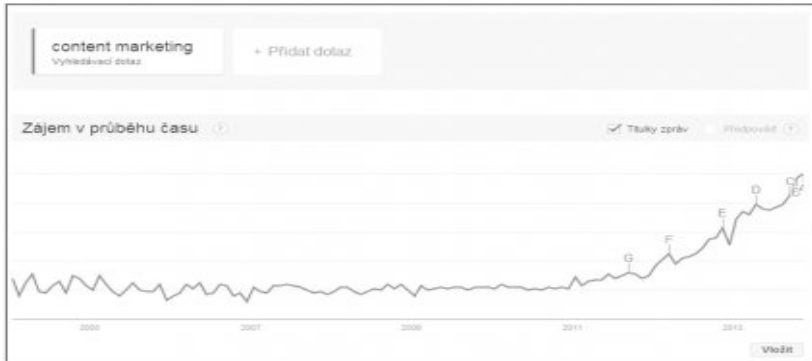
Figure 1: Development of content marketing since 2004, according to Google Trends tools
Source: ŘEZNÍČEK,T., PROCHÁZKA, J.: *Obsahový marketing*. Prague : Computer Press, 2014, p. 22.

1 Key assumptions for building quality content

One of the main characteristics of content marketing is consistency and therefore it ranks among the concepts that affect the creation of brand building and, ultimately, the value building for the customer. "The best organizations communicate in the new world of internet and mobile content in any way that customers prefer," stressed D. M. Scott[5].

On the contrary, the risks of unsuccessful application of content marketing into practice may lie in the creation of low-quality content, as well as poor consistency and "short-term implementation without a clear objective".[6] An objective assessment of a successful setting of the communication strategy requires a correct evaluation and identification of measures necessary to deploy in order to eliminate errors. The majority of marketers would agree that none of the forms of marketing activities is as measurable as the online marketing tools.

2 "If we want to turn consumers into buyers, we must walk in their shoes"

In practice, the use of content marketing is particularly related to the knowledge of the target audience. The definition of the target audience is, however, very

5   SCOTT, D. M.: *Nové pravidlá predaja a zákazníckeho servisu.* Bratislava : Eastone Books, 2015, p. 167.
6   PULIZZI, J.: C*ontent-marketing-program-missing*. [online]. [2015-06-29]. Available at: <http://contentmarketinginstitute.com/2015/06/content-marketing-program-missing/>.

broad, because a major prerequisite for the creation of content is knowledge and understanding of the message delivery, while following trivial guidance and questions for whom we create, what we intend to say and how we intend to say it.

The target group includes a certain sample based on the above factors, but personalized marketing requires knowledge of the real customer whom we intend to address. When creating a persona, it is necessary to know their basic demographic and psychographic data. It also necessary to know their needs, interests and the reason of the preference for the brand or the product, as well as the value proposition we intend to employ towards the persona.

Creating persona

Shawn Marketer
Primary Persona

Quick Stats
Age: 32
Occupation: Marketing Director
Location: Atlanta, Georgia
Company Size: 120
Annaual Gross: 6.2 M

About Shawn:
Shawn's business has been slowing lately and he could really use a set of tools that would help him understand what his rate of return is from his online marketing efforts

" I would like to find tools and information that would help me grow my business footprint online **"**

Goals
• Improve company's lead generation program
• Find technology company he can partner with
• Test new tools

Actions
• Read howto articles on Market Aid
• Read testimonials on how people enjoy using Market Aid
• Schedule a demo of software

Figure 3: Sample template of a particular persona
Source: TAYLOR, D.: *Designing with personas.* [online]. [2013-05-02]. Available at: <http://www.mediacurrent.com/blog/designing-personas/>.

When working on personas, it is important to use qualitative and quantitative data in order to create a few sample customers. It is also necessary to respect the fact that the group does not cover the entire customer base or target group. Data source is based on feedback from existing customers, employees, or the sale data. The data most often comes from the following sources:
• Keyword research,
• Google Analytics,
• Profiles of registered users on the web,
• Information on users from social networks,
• Discussion forums, blogs.[7]

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7   MICHÁLEKOVÁ, J.: *Chcete tvoriť persóny? Ukážeme vám, ako na to.* [online]. [2013-04-29]. Available at: <http://www.visibility.sk/blog/chcete-tvorit-persony-ukazeme-vam-ako-na-to/>.

All the data should be seen in context and should be used at all stages of the marketing process.

3 Content marketing tools in sales process level

It's obvious that not every consumer becomes a customer. Although the main purpose of content marketing is not to reach a rapid transformation of a user to a customer, as is in the case of classical advertising (since we do not sell directly), in the long-term perspective, the prerequisite is establishment of a basis of "distributors of brand reputation." The buying process includes a follow-up of steps and activities that marketers implement against a target group according to the stage in which the target audience is currently positioned.

Buying process in content marketing
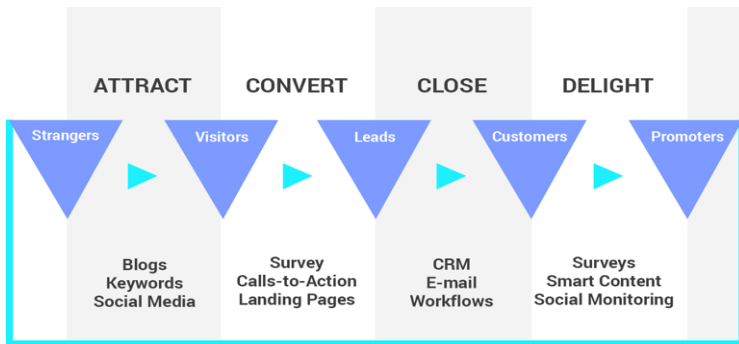
Figure 4: Buying process in content marketing
Source: *Hub Spot Academy.* [online]. [2015-10-25]. Available at: <http://academy.hubspot.com/certification/>.

The phases in Figure 4 describe the transition from the "foreigners" who have not been addressing with our communication message to "lovebrands" who have a strong preference for the brand. Many sources describing a buying process refer to sale as the final phase where the user becomes the customer, but it is precisely this group that should be given special attention. Many companies underestimate databases of existing customers and continue to reach the new ones, while depriving the critical buying process of considerable sales potential. According to Miller "the cost of acquisition of a new customer is 6 to 7 times higher than the cost of care of the existing customer".[8]

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8   MILLER, H.: *Cost of inquiring a new customer.* [online]. [2013-10-22]. Available at: <http://www.spoken.com/blog/2010/10/cost-of-acquiring-a-new-customer-6-to-7-times-more-than-keeping-exisiting.html/>.

3.1 Buying process from the customer's perspective

A customer goes through various stages of the buying process, depending on the need of his awareness and ability to buy.

• *Consumer with no knowledge as well as no experience within the product – services yet (Stranger)*

At this stage, the consumer has not yet come across corporate message through the tools of communication mix and specific content marketing.

• *Consumer does not have any interaction with communication messages (Visitor)*

Thanks to the publication of articles and publications, blogs, interesting posts on social networks, SEO, quality content on the website and other activities, we receive the first visitors.

• *A visitor who responded to some of the communication messages (Lead)*

At this stage, it is already clear that the consumer's need is related to our product or service. The proof that they were captured by the campaign (we can precisely define the topic of their interest) is a response to a "call to action" (conditionality of action). Collecting "leads" (initiative to action) is mostly done through registration on the website (usually by leaving the email name and email address) in exchange for watching a video, receiving corporate newsletter, webinar, e-book, brochure or information material, or through signing for corporate events, presentation, or participating in the survey, contest or research. Named as a "subscribers".

• *Ordering, the visitor becomes a customer (Customer)*

As mentioned above, the buying process in the case of a content marketing strategy is more time-consuming compared to advertising, but its building through brand affiliation is more stable in the long period of time. In this process, the company should remain in contact with the customer. Possibility of reviews, news e-mail marketing (not just products), work with CRM (customer database), or loyalty program is a prerequisite to move to the next stage.

• *The customer becomes a loyal supporter of the brand (Promoter)*

At the stage of identification with the brand and regular buying, the customer expects care (also depends on the segment) and therefore it is important to have a well-configured customer service, to provide a loyalty bonus or special advantages, to have a developed recommendations program, "up-sell" strategy or superstructural offer. Customers, however, require a special approach and a specific offer which they are willing to reflect. At this stage we have enough information about the customer; we know their needs, so this phase is worth investing sufficient attention. In terms of price per unit ratio each additional positive reference is several times more valuable than any other form of advertising.

4 Content marketing vs. traditional advertising

The Internet profoundly changes people's behavior: the way that people search for information, how they share it, how they communicate and buy. Given that fact when today almost 1/3 of the population is getting online and pursuant to a study conducted by Powerrewies in February 2012, "nearly 80% of online shoppers spend 50% of the actual time searching for information and comparing products".[9]

The structure of outbound and inbound marketing
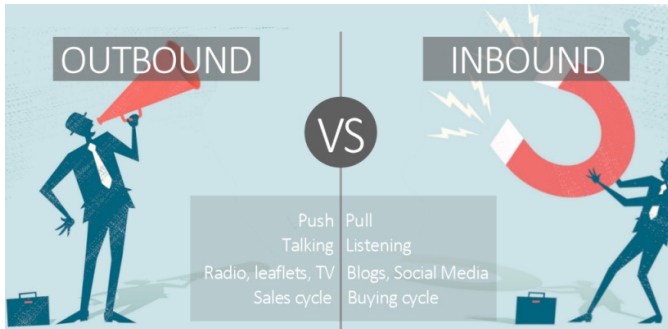
Figure 5: Comparison of tools and the principle of outbound and inbound marketing
Source: OPTIMED MARKETING: *Inbound vs. outbound marketing*. [online]. [2007-07-07]. Available at: <http://www.optimed.co.uk/inbound/>.

Inbound and outbound marketing in digital form have a common denominator which is the accuracy of the results. Tools of the two approaches are measurable in a relatively short time, so it is an advantage that tracking user and customer behavior in online marketing can be well evaluated and flexibly adapted to new developments (e.g. through A-B testing, deployment of campaigns based on searching, sites mapping and many others). Today marketers can get data easily, but many of them fail in their interpretation. Based on a number of statistics, case studies and surveys can be assumed that the performance of both marketing approaches as follows:

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9   *120 awesome marketing stats and graphs*. Cambridge : Hubspot, 2014, p. 8-14.

Table 1: Performance comparison of the inbound and outbound marketing approaches

OUTBOUND MARKETING	INBOUND MARKETING
Banner advertising: Average CTR of display advertising is 0.1% (which is a negligible number considering the price per click.	Properly set communication on social networks has 100% higher lead (activity), or potential of click-through advertising (Hubspot).
Banner advertising (rolled out after the website recovery) is ignored by 94% of users.	Paradoxically 94% **of links from the search** are organic. In other words, people click especially on "non-advertising" links .
Attention while watching TV : 77% of people watching TV are using another device at the same time (PC, smartphone, tablet).	In particular, X and Z generations prefer watching videos on YouTube compared to TV. Of these, up to 57% watch videos from another device (usually a tablet).
The average cost of 1 lead in the advertisement is USD 346, or approx. EUR 300.	The average cost of content marketing is approx. USD 162, which is approximately EUR 140. The cost of the inbound marketing is hence approximately 60% lower than in the advertising
Paid advertising as advertorial distracts people and readers perceive it as unreliable. Nearly 88% of readers would identify with non-business text rather than a text with a corporate logo on it.	The companies that use a **corporate blog** recorded 5 times more traffic on their website comparing to those who do not run blogs.
The company spends approx. USD 20 (for US market) to reach 1,000 people via traditional channels such as magazines. Hence, in advertising distinction must be made in the form, too.	Companies that have reached 1,000 likes on their website recorded 185% higher „traffic". After conversion the price for reaching 1,000 people is USD 0.25 (valid for the US market).

Source: Own processing with the use of source from Perez, S., Burdett, D., Libert, K. and www.marketo.com[10,11,12,13]

10   PEREZ, S*.: People Watch More YouTube Than Ever Before.* [online]. [2015-07-17]. Available at: <http://techcrunch.com/2015/07/17/people-watch-more-youtube-than-ever-before-especially-on-their-phones/#.kc178f:3K0J/>.

11   BURDETT, D.: *20 Stunning Inbound Marketing Statistics*. [online]. [2014-07-08]. <http://www.business2community.com/inbound-marketing/20-stunning-inbound-marketing-statistics-0937976#2rX4Ke3wFVo3wktw.97>.

12   LIBERT, K.: *The Reach, Engagement, and ROI of Content Marketing vs. Native Advertising*. [online]. [2014-05-05]. Available at: <https://moz.com/blog/roi-content-marketing-vs-native-advertising/>.

13   *Content-marketing-vs-traditional-advertising*. [online]. [2015-09-24]. Available at: <http://www.marketo.com/infographics/content-marketing-vs-traditional-advertising/>.

5 Implementations and the benefits of building content marketing

The previous comparison and claims of many experts suggest that traditional form of advertising and "push marketing" itself do not generate the desired revenues unless the consumer has positive associations to the brand. Advertising campaigns today simply cannot do without quality content and added value, which should be embodied by inbound marketing. Even the studies suggest that with the use of these tools the companies can gain the attention of fans via "likes" and generate revenues.
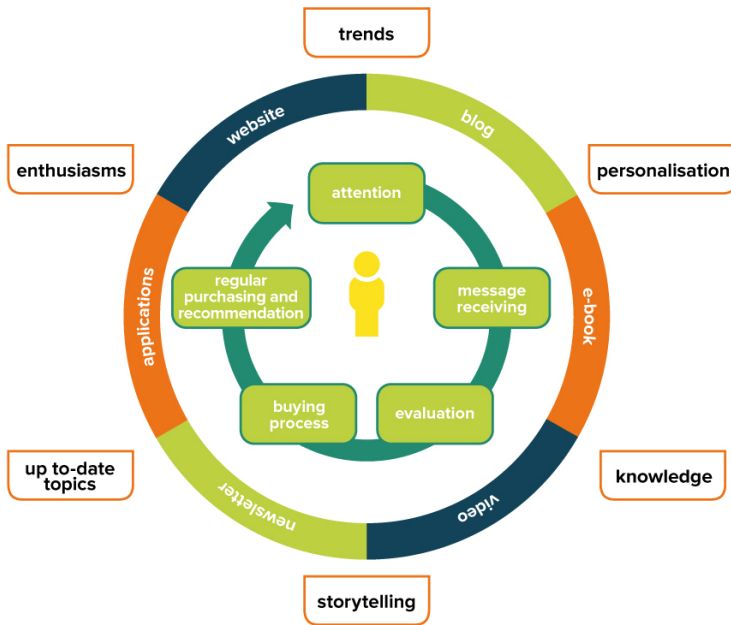
Figure 6: Customer's perception of a content marketing
Source: Own processing

Among other researches and studies aimed at content marketing show that consumer is highly influenced by the following factors:
• *High quality and accurate information.*
Truthfulness is vital in building awareness.
Example No.1 (verity of the information): A recent case shared on social media concerning false recommendations of capsa.cz customers that used fictitious names and faces of non-existent satisfied customers caused significant damage to the company reputation.

- *Important factors for successful content marketing include enthusiasm, interesting topics, personalization, knowledge, trends and stories.*

People like to identify with brands that represent their lifestyle and attitude. According to Forbes magazine the most expensive brand has twice the value compared to the second most valuable brand (its value amounts to $145 trillion). *Example No. 2 (enthusiasm)*: The main message of APPLE propagated by Steve Jobs is to simplify people's lives through their products. Millions of customers, journalists, professionals and the strategy of limited product availability (especially innovations) – all these parameters form a chord of popular and successful campaigns with enormous public intervention.

Example No. 3 (stories and personalization): Stories are reliable, personifiable and stir the emotions, showing the company sympathy and affection. IKEA was founded after World War II in order to sell furniture to people at very reasonable prices. Timeless and innovative approach that has changed the concept of "do it yourself" housing has spread globally throughout the world and today the concept is used by most vendors of furniture. IKEA was able to arrange million households "in Swedish style". The very names of products are not created by chance. Every single product goes through a thorough control to verify that it has no derogatory meaning in other languages. IKEA also allows testing of their products by ordinary people and is a leader in the topic of social responsibility.

Example No. 4 (knowledge and trends): Tatra Banka is one of the innovative leaders within Slovakia. It introduces the majority of their services as the first in the market. It provides clients with management monitoring reports and reports on the management of their accounts; it writes blogs on financial topics (for both retailers and corporate clients); it supports a number of professional and educational projects. A similar principle, for example, has been adopted by sports brands (e.g. NIKE, REEBOK) that come with new surveys on lifestyle, new knowledge on the sporting activities; they create video instructions, publish corporate magazines and working with experts, etc.

- *Among the tools used, customers mainly prefer corporate blogs, e-books, videos, apps, newsletters, or interesting websites.*

Example No. 5 (study on the use of inbound tools): When an American company Hubbard Radio, DC needed to resolve communication problem aimed at two different target groups – listeners and advertisers, they decided for a content marketing plan. After defining objectives and preparing a detailed plan the company developed a complete portfolio a blog on creation of profiles on social media. The main principle was to separate topics and content for both groups. Based on this strategy and following the launch the company recorded more than 4,000 visits a month than before and more than 50 active leads. One of the main reasons for the success was the involvement of internal staff (especially management), who was intensively involved in the content creation. The radio also benefited from its broadcasting station to support other channels.[14]

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14   *CASE STUDY, Quick Start with Hubbard Radio.* [online]. [2014-07-08]. Available at: <http://cdn2.hubspot.net/hub/109236/file-357209528-pdf/docs/Inbound_ Marketing_Case_Study-Hubbard_Radio_DC-media.pdf />.

Conclusion

Despite the fact that content marketing does not represent "the invention of the wheel" within marketing, applying this concept forms part of the communication mix in companies operating even in the most diverse segments. The very nature of inbound marketing is based on similar pillars as outbound marketing: the main task is to reach the right customers with the right content in the right place at the right time. The main difference lies in the essence of its content: while advertising "attacks" with the main message – "Buy me", inbound marketing is a tool for gaining affection of consumers through information that interests them and which they are looking for. Thus, the main message says: *"Finding new customers is over. Customers will find us."* Alef follows these trends and therefore it regularly publishes quality content that brings added value to readers.

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DOES BUYING BEHAVIOUR AFFECT HOW PERSUASIVE CERTAIN MARKETING COMMUNICATION TOOLS ARE? CASE OF CZECH SINGLE-LIVING CONSUMERS.

Martin Klepek – Kateřina Matušínská

Abstract
The aim of this paper is to describe relations between reported buying behaviour among Czech singles and their admitted influence of specific marketing communication tools on their purchase decision process. This study involved a quantitative research where 702 single living persons with own income participated in self-administrated questionnaire. Data was obtained through two independent online panels. We used Chi-square to process the data and determine which type of 3 buying behaviour significantly affects attitudes towards 8 specific marketing communication tools. We found 12 cases where marketing communication influence differs according to stated behaviour characteristics.

Key words:
Consumer behaviour. Marketing communication. Marketing research. Singles.

Introduction

Thanks to liberalization of family structures and social norms, living single for a long time after leaving parent's house become normality. Berg-Cross et al. stated possible causes of growing numbers of single professional women. One of them, which is applicable also in broader perspective to all singles, is spreading of Individualism. Berg-Cross and colleagues say that this idea that one need to be responsible, accountable, and focused on one's self, rather than on a community of others, has created a world-wide paradigm shift in how people mate.[1] Despite these changes, very little attention has been given to the research of a specific needs of this group. We assume the main reason are, first, this life strategy has no implications in marital status and thus is not reflected in ordinary collected population census data. Second, the status of being singles can change and the group is very variable. Finding these people is therefore complicated for a researchers.

1 Singles

In every society and in every moment in history the groups of singles existed and still exist. In today's modern societies, this group of people is very present and significant. As a result, it can be observed that alternative form of family connection such: cohabitant relationships, mono parentalism and single life are

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1   BERG-CROSS, L. et al.: Single Professional Women: A Global Phenomenon Challenges and Opportunities. In *Journal of International Women's Studies*, 2013, Vol. 5, No. 5, p. 35.

more popular. This phenomenon has been never noticed before in any society and the sociologists define it as *„the first social global phenomenon of twenty first century"*.[2] At present, the phenomenon of singles in western countries is said to be an alternative life style, which is also supported by an ever-expanding range of products and services.[3] The phenomenon of singles is often associated with the pressure on the labour market, demand for geographical and time flexibility and individualisation of society, which emphasizes autonomy and independence. It is not entirely clear if singles are also individuals who are involuntarily alone. They are called as victims of consumerist society and are not able to find the appropriate partner, although they would like to do. The most commonly used criteria for the purpose of typology were developed by Staples and Stein. The Staples´ criterion is the degree of the relationship openness: Free floating unattached, Open-coupled relationship, Close-couple relationship, Singles in one household, Accomodationalist.[4] The typology according to Stein takes into account voluntary and permanence of the state singles: Voluntary temporary singles, Stable Voluntary, Involuntary temporary, Involuntary stable singles.[5] In terms of the Czech Republic, the typology, which was based on sociological research of Masaryk University in Brno can be used. This typology identifies three groups of singles: A) Still unmarried (including single mothers and fathers with children), b) Divorced, the separated, widowed, c) Exclusion from the marriage (different sexual orientation, priests, religious and medical reasons and so on).[6]

2 Consumer behaviour

The field of consumer behaviour is rooted in a marketing strategy that evolved in the late 1950s, when some marketers began to realise that they could sell more goods, more easily, if they produced only those goods they had already determined that consumers would buy. Instead of trying to persuade costumers to buy what the firm had already produced, marketing- oriented firms found that it was a lot easier to produce only products they had first confirmed, through research, that consumers wanted. This consumer-oriented marketing philosophy came to be known as the marketing concept.[7] At the centre of this

2   SUCH-PYRGIEL, M.: The lifestyles of single people in Poland. In *The 2nd World Conference On Business, Economics And Management, WCBEM 2014. Conference Proceedings.* Józefów : Elsevier, 2014, p. 198.

3   DROTOVÁN, M., BLEHA, B.: Analýza fenoménu singles v Európe a na Slovensku. In *Sociológia*, 2008, Vol. 40, No. 1, p. 63.

4   VYSEKALOVÁ, J. et al.: *Chování zákazníka: Jak odkrýt tajemství černé skříňky*. Praha : Grada Publishing, a.s., 2011, p. 262.

5   STEIN, P. J.: *Single Life Unmarried Adults in Social Context*. New York : St. Martin Press, 1981, p. 9.

6   VYSEKALOVÁ, J. et al.: *Chování zákazníka: Jak odkrýt tajemství černé skříňky*. Praha : Grada Publishing, a.s., 2011, p. 262.

7   SCHIFFMAN, G. L., KANUK, L. L., HANSEN, H.: *Consumer behaviour – a European outlook.* New Jersey : Pearson Education, 2008, p. 12.

philosophy is consumer behaviour research. Consumer behaviour is a subject of many publications. „*The field of consumer behaviour studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires.*"[8] A consumer´s buying behaviour is influenced by cultural, social, and personal factors. Of these, cultural factors exert the broadest and deepest influence.[9] In a general sense, buying motives are the internal forces that cause people to seek out, evaluate, and make purchase decisions. They represent both the reasons why a purchase process might be initiated, and the extent to which a specific state of being is desired. If the underlying buying motives are sufficiently strong and important, goal-directed toward satisfying the unmet needs.[10] The buying process an individual goes through when making purchasing decisions is affected by the particular factors surrounding the activity. Customers´ final buying decision is highly affected by price sensitivity, brand of products and consumer ethnocentrism can be said to be significant too. Therefore we asked participants about their reported buying behaviour in three areas. Price sensitivity, branded products popularity and consumer ethnocentrism. We were than able to profile the consumers within the segment of singles and provide further description of the segment.

2.1 Price sensitivity

Price is the odd-one-out of the marketing mix, because it is the revenue earner. Therefore, no matter how good the product, how creative the promotion or how efficient the distribution, unless price covers costs the company will make a loss. Price should not be set in isolation; it should be blended with product, promotion and place to form a coherent mix that provides superior customer value. Price is an important part of positioning strategy since it often sends quality cues to customers.[11] The 21st century brings many challenges for marketing managers because the consumers now have a powerful tool at their disposal – the Internet. The Internet is changing how buyers and sellers interact.[12] There are two important factors to consider when developing a pricing strategy. First, any pricing strategy must be compatible with strategies associated with other elements of the mix. Secondly, there must be a willingness to adapt pricing according to the prevailing market conditions and potentially different customer

8   KOTLER, P.: *Marketing Management: Millenium Edition.* New Jersey : Pearson Education, 2002, p. 87.
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11   JOBBER, D.: *Principles and Practice of Marketing.* Berkshire : McGraw-Hill Education, 2010, p. 422.
12   KOTLER, P., KELLER, K. L.: *Marketing Management.* Harlow : Pearson Education Limited, 2012, p. 406.

segments. Key pricing strategies are: market skimming, market penetration and price adaptation.[13]

2.2 Branded products

Original meaning of brand product and branding is a way to distinguish the goods and services of one producer from those of another. This view is only technical specification of what is happening and lacks explanation of real brand purpose. As Keller states, the brand is more product which adds other dimensions that differentiate it in some way from other products designed to satisfy the same need. These dimensions could have rational or emotional impact on consumer. Impact is than connected with the decision process and often establish certain buying habit. For example tendency to prefer branded products above unbranded. This was our third area of interests.[14]

2.3 Consumer ethnocentrism

„Ethnocentrism is sociological term defined as inflated preference for one's own group and indifference or dislike those of other culture."[15] Behaviours associated with ethnocentrism include cooperative relations within the group and the absence of cooperative relations with out-groups.[16] As the research in consumer behaviour accelerated, this sociological phenomenon has been adapted for business purposes and consumer ethnocentrism (CE) established. CE generally refers to consumer attitude towards foreign products. This attitude makes customers buying products from their country and reject foreign ones.[17] In other words, ethnocentrism reduce intentions to purchase foreign products and services. This bias exists in both purchase intentions and product perceptions.[18] Kawak et al. highlighted differences among the affections of CE on purchase intentions based on work of other researchers. They pointed out differences on individual level, countries and cultures, product categories and country of origin. Based on this theoretical groundings we asked participants if they prefer to buy domestic products above the foreign ones.[19] Many cross cultural studies

13 DRUMMOND, G., ENSOR, J.: *Introduction to Marketing Concepts.* Oxford : Elsevier, 2005, p. 138-139.

14 KELLER, K. L.: *Strategic Brand Management: A European Perspective.* Harlow : Pearson Education Limited, 2008, p. 44.

15 KWAK, H., JAJU, A., LARSEN, T.: Consumer Ethnocentrism Offline and Online: The Mediating Role of Marketing Efforts and Personality Traits in the United States, South Korea, and India. In *Journal of the Academy of Marketing Science*, 2006, Vol. 34, No. 3, p. 368.

16 LeVINE, A. R., CAMPBELL, T. D.: *Ethnocentrism.* New York : John Wiley & Sons, 1972, p. 12.

17 SHIMP, T., SHARMA, S.: Consumer ethnocentrism: construction and validation of the cetscale. In *Journal of Marketing Research*, 1987, Vol. 24, No. 8, p. 280.

18 PETERSON, R. A., JOLIBERT, A. J. P.: A Meta-Analysis of Country-Of-Origin Effects. In *Journal of International Business Studies*, 1995, Vol. 26, No. 4, p. 883.

19 KWAK, H., JAJU, A., LARSEN, T.: Consumer Ethnocentrism Offline and Online: The

examined the impact of consumer ethnocentrism on attitudes or purchase intentions towards domestic versus foreign products. Recently one study has shown that consumer ethnocentrism does not only influence purchase decisions regarding foreign made products but also regarding non-regional products.[20]

3 Selected marketing communication tools

Marketing communication can be regarded as a communication aimed at attracting the attention of the buying public to a certain firm or product and influencing the people´s behaviour to such an extent that they would seriously consider becoming the customers of the firm and buyers of the product in question. The general theme is inducement and an underlying effort needed to arouse the interest of potential buyers, hence marketing communication is a universal name used to describe the ways in which firms get their message across to target groups and boost sales.[21] The companies can take advantage of marketing communication mix when they are prepared to communicate their commercial message to their current and potential customers in an informative and persuasive way. They are different ideas about the form of marketing communication mix. According to Přikrylová and Jahodová the marketing communication mix consists of elements of advertising, sales promotion, direct marketing, public relations, personal selling, sponsorship and fairs and exhibitions.[22] Drummond and Ensor present their conception of marketing communication mix in the form of advertising, personal selling, direct marketing, sales promotion, publicity and Internet and on-line marketing communication.[23] Karlíček and Král present marketing communication mix as the combination of tools as advertising, sales promotion, personal selling, public relations, direct marketing, event marketing and sponsorship. All this mentioned tools are influenced with on-line marketing communication.[24] Levens defines marketing communication mix as the various elements companies can use to communicate with the target market, including advertising, public relations, sales promotion, and personal selling.[25] Due to the aim of this paper, the following text describes

Mediating Role of Marketing Efforts and Personality Traits in the United States, South Korea, and India. In *Journal of the Academy of Marketing Science*, 2006, Vol. 34, No. 3, p. 367.

20 SEITZ, C. C., ROOSEN, J.: Does consumer ethnocentrism influence product knowledge? In *Journal of Food Quality and Preference*, 2015, Vol. 43, p. 113.

21 KAFTAN, M.: *Modern Business English in enterprise.* Praha : Leda, 2001, p. 227-228.

22 PŘIKRYLOVÁ, J., JAHODOVÁ, H.: *Moderní marketingová komunikace*. Praha : Grada Publishing, a.s., 2010, p. 64.

23 DRUMMOND, G., ENSOR, J.: *Introduction to Marketing Concepts.* Oxford : Elsevier, 2005, p. 148.

24 KARLÍČEK, M., KRÁL, P.: *Marketingová komunikace: Jak komunikovat na našem trhu.* Praha : Grada Publishing, a.s., 2011, p. 18.

25 LEVENS, M.: *Marketing: Defined, Explained, Applied.* New Jersey : Pearson Education, 2012, p. 256.

only the specific communication tools that have an impact on Czech single living consumers purchase decision process.

Advertising is the most costly ingredient of the marketing communication mix, owing largely to high production and media expenses. Although expensive, on a per capita basis, advertising´s costs are relatively low. Media selection can be very specifically related to the target audience. The effectiveness of advertising is very difficult to assess.[26] The proper medial mix is a guarantee of communication campaign success. Media consumption is continually changing. Newspapers and radio are down. Online and TV are up, when measuring where audiences go to gather their news, although both newspapers and radio are consumed via the internet. This research is from the United States, as many European media consumption patterns follow the US trend.[27] **The press** (the news press, magazines) where the messages can appear in the form of bordered advertisements or as classified line ads, financial reports and other economic or technical information in national and regional newspapers and periodicals or in „trade and technical" journals. Advertisements are sometimes printed loosely and special leaflets (flyers, inserts) are enclosed inside a publication. Press advertising is permanence. Magazines in particular have a variety of subjects and approaches. Print media can be read everywhere. Results of the advertisements can be often be assessed easily by coupon returns. Statistics are usually available on sales, circulation and readership so media planning becomes easier.[28] **Television** which presents TV commercials in an informative and entertaining manner, full of catch-phrases, catchy tunes etc. Television advertising remains one of the most powerful mass communication media in existence. In most cases advertisers are aiming to build the image of their product or firm, and to a large extent these aims can be met by television.[29] **Radio** which only provides sound, but some audiences can be better reached throughout the day by this means of advertising. **Internet** offers a whole gamut of communications opportunities, including two-way communications, i.e. listening as well as talking, and collecting as well as sending information. Banner advertising (e. g. placing an approved advertisement on other websites) is just one form of advertising available on the internet.[30]

26   DIBB, S., SIMKIN, L.: *Marketing Briefs: A revision and study guide*. Oxford : Elsevier, 2004, p. 109-110.

27   SMITH, P. R., ZOOK, Z.: *Marketing Communications: Integrating offline and online with social media.* Philadelphia : Kogan Page Limited, 2012, p. 162.

28   BLYTHE, J.: *Essentials of Marketing Communications.* Harlow : Pearson Education Limited, 2003, p. 57.

29   Ibidem, p. 71.

30   SMITH, P. R., ZOOK, Z.: *Marketing Communications: Integrating offline and online with social media.* Philadelphia : Kogan Page Limited, 2012, p. 168.

Sales promotion covers a wide range of activities intended to provide a short-term increase in sales.[31] Sales promotion´s role in the communications mix is very much dependent upon the context in which it is used. Estimates vary but a typical promotional budget of an FMCG would be 60-70 per cent on sales promotions with most of the rest on advertising. However, during last decade this has perhaps risen to 75 per cent.[32] In most cases, sales promotion involve **discounts**, coupons, product sampling, **competitions**, **events**, road shows, 3D advertising, POP displays, **loyalty programs** and others.[33] **Direct marketing** transmits the promotion message directly to the existing or future consumers in a way to bring about an immediate measurable response. It also includes the creation of the respondent database. *„Direct marketing is contacting existing and potential customers in order to generate immediate feedback and measurable response."*[34] A very popular direct marketing tool is **untargeted mailing** (e.g. leaflets from retail chains), its effectiveness is disputed by the company focus, however, it can be increased by the utilization of geomarketing. **Addressed direct mail** still occupies an important position. After a period of decline, when it was thought that e-mails will be able to fully replace the mail, there was a period of rediscovery of the power of addressable mailing, which brings tangible physical sensations. Typical areas of DM application are mail-orders and financial and telecommunication services, where the direct mail has its place through regular distribution of statements in envelopes.

At present, the most obvious impact of the Internet is on marketing communication. **On-line marketing communication** is gaining importance due to the constant changes and dynamic environment, globalization, but also the development and greater use of new technologies. Internet offers a new alternative way of marketing communications to inform about products and to assist within purchasing decisions.[35] Undoubtedly the most used Internet service is the website, e-mail and social media. *„**Social media** are a group of Internet based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content. In other words social media refer to a broad range of web based applications and social networking sites are one of the many applications that are available. Others include weblogs, content communities (e.g. You Tube), collaborative projects (e.g. Wikipedia), virtual game worlds (e.g. World of Warcraft) and virtual social worlds (e.g. Second Life)."*[36] Digital technologies allow much greater customisation of

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31 BLYTHE, J.: *Essentials of Marketing Communications.* Harlow : Pearson Education Limited, 2003, p. 189.

32 COPLEY, P.: *Marketing Communications Management: analysis, planning, implementation.* London : Sage, 2014, p. 249.

33 BLYTHE, J.: *Essentials of Marketing Communications.* Harlow : Pearson Education Limited, 2003, p. 190-192.

34 PELSMACKER, P. D., GEUENS, M., BERGH, J.: *Marketingová komunikace.* Praha : Grada Publishing, a.s., 2003, p. 388.

35 Ibidem.

36 FILL, CH.: *Essentials of marketing communications.* Harlow : Pearson Education

products, services and promotional message than older marketing tools. By using new technologies, marketers can collect and analyse increasingly complex data on consumers´ buying patterns and personal characteristics, and quickly analyse and use this information for targeting smaller and increasingly more focused groups of consumers. Consumers have access to more information than ever before. They can easily find reviews for products they are considering buying that have been posted by previous buyers, click a button to compare the features of different product models at the sites of online retailers, and subscribe to „virtual communities" of people who share the same interests as they do.[37]

4 Sample and methods

We obtained data in 2014 and 2015 through two independent online panel to ensure respondents heterogenity. One set of panellists were motivated by financial incentives the other one took a part in research voluntarily. Both groups were contacted through email and provided data through self-administrated online questionnaire. We used control questions to ensure that respondents match our definition of singles by asking them on marital status, cohabitation and independent income. Answers indicating improper respondents were not used for further statistical analysis. Typically these were living with parents, students without own income or married individuals. Final sample consist of 702 respondents where women dominates by 55,4 % over men (44,6 %). Majority of the sample is still single (85,8 %) while the rest is divorced (12,5 %) or widowed (1,7 %). In the area of education, the largest group represents the respondents with secondary education diploma (42,6 %) followed by university graduates (32,1 %).

Table 1: Sample distribution by education

	Frequency	**Percent**	**Cumulative Percent**
Elementary school	44	6,3	6,3
High school without GCSE	134	19,1	25,4
High school	299	42,6	67,9
University	225	32,1	100,0
Total	702	100,0	

Source: Own processing

The largest group of respondents, represents people at the age of 26 – 35 years. Second is youngest group of people up to 25 years and third 36 – 45 years. All together they make up nearly 80 percent of the sample.

Limited, 2011, p. 364.

37   SCHIFFMAN, G. L., KANUK, L. L., HANSEN, H.: *Consumer behaviour – a European outlook.* New Jersey : Pearson Education, 2008, p. 12.

Table 2: Sample distribution by age

	Frequency	Percent	Cumulative Percent
Up to 25	181	25,8	25,8
26 – 35 years	234	33,3	59,1
36 – 45 years	138	19,7	78,8
46 – 55 years	89	12,7	91,5
56 – 65 years	49	7,0	98,4
66 and more	11	1,6	100,0
Total	702	100,0	

Source: Own processing

All relationships were tested on the level of significance of α = 0.01. The Chi-Square (χ2) test of independence for a contingency table was used for evaluation. Pearson's chi-square test is used when we want to measure relationship between two categorical variables[38] and for 2x2 matrix (2 rows and 2 columns) it is given by (1):

$$\chi^2 = \sum \frac{(f_o - f_e)^2}{f_e} \qquad (1)$$

Where:
f_o = the observed frequencies for each position in the matrix;
f_e = an expected frequencies for each position in the matrix.
For measure of association we used Phi-coefficient given by (2)[39]

$$\Phi = \sqrt{\frac{\chi^2}{n}} \qquad (2)$$

n = number of cases.

5 Findings/results

At the beginning of this section simple evaluation of the questions using descriptive statistics (frequencies) provides basic insides. Firstly, there are results of buying behaviour habits and in following figure marketing communication tools as they were stated to be influential. Then we proceed with Chi-square and Phi-coefficient evaluation. We only present relationships which we found to be statistically significant. The price is always important for nearly half of the questioned singles (Chart 1). This result confirms recent trend in

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38   FIELD, A.: *Discovering statistics using SPSS*. Londýn : SAGE, 2009, p. 688.
39   ŘEZANKOVÁ, H.: *Analýza kategoriálních dat pomocí SPSS*. [Electronic document].
      Praha : VŠE Praha, 1997, p. 69.

the segment that singles recruit not only from successful employees willing to spend but also from beginners at labour market who are more price sensitive. In accordance with this result, singles also tend to prefer unbranded products. The vast majority of respondents do not prefer Czech products above foreign ones. This finding goes hand by hand with the theoretical discussion. Singles are more liberal in their thinking and adapt the global trends. In this case it seem that accepting foreign cultures and therefore products and brands as well is part of their attitude to life.
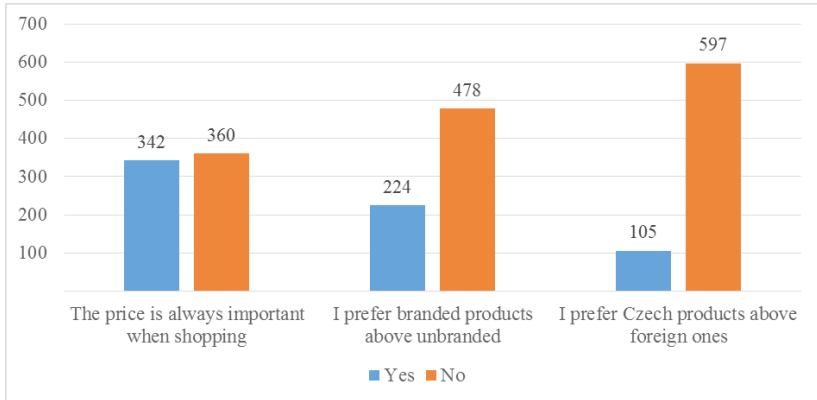
Chart 1: Reported buying behaviour
Source: Own processing

Chart 2 shows results of recognised marketing communication tools (MCT) on buying decision process. From MCT1 to MCT5 there are less effective tools since singles admitted these having mostly low impact. Internet banners have the worst score followed by advertising on social networks. This means respondent are not inclined to new forms of online communication especially those disturbing and one-way only. On the other side there are Competitions and Sales, Print flyers and Loyalty programs which show much more popularity among singles.
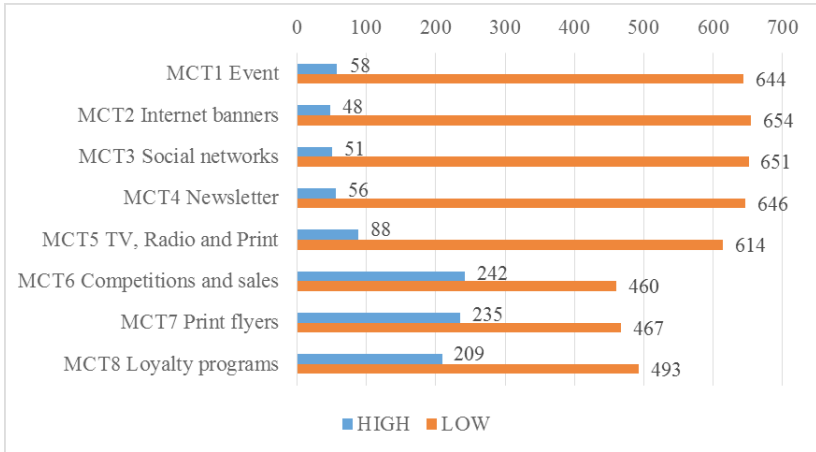
Chart 2: Marketing communication tools admitted influence
Source: Own processing

We then compared every pair of reported behaviour and influence of marketing communication tool on purchasing decisions. We found twelve statistically significant associations (Table 3). Four of selected MCT were significant in two categories.

Table 3: Chi-square values

Chi-square, p-values**	The price is always important when shopping	I do prefer branded products above unbranded	I do prefer Czech products above foreign ones
MCT1 Events	,834	**,000...***	,302
MCT2 Internet banners	,679	**,000...***	,088
MCT3 Social networks	,073	,029	**,010***
MCT4 Newsletter	,300	**,001***	**,003***
MCT5 TV, Radio and Print	**,000...***	,062	**,001***
MCT6 Competitions and Sales	**,000...***	,532	**,000...***
MCT7 Print flyers	**,000...***	,797	**,001***
MCT8 Loyalty programs	,846	**,007***	,173

* χ^2 values over critical value (for χ^2 at 0.01 is 6.63 for 1 degree of freedom)
** In all cases the expected counts were higher than 5.
Source: Own processing

From a closer look at the Table 4, we can describe measured differences within the category of price sensitive purchasing behaviour comparing real and expected count. Price sensitive singles admits higher influence of TV, Radio and Print on their purchasing decisions. The same goes for Competitions and Sales as well as for Print flyers. One would expect last two to be significant but TV, Radio and Print we can considered surprising.

Table 4: Price sensitivity

The price is always important when shopping		No		Yes		Φ
		Count	Expected Count	Count	Expected Count	Phi
MCT5 TV, Radio and Print	High	26	45,13	62	42,87	0,165
	Low	334	314,87	280	299,13	
MCT6 Competitions and Sales	High	98	124,1	144	117,9	0,157
	Low	262	235,9	198	224,1	
High MCT7 Print flyers	Low	278	239,49	189	227,51	

Source: Own processing

Above the statistical significance and expected/real count comparison we provide also results of Phi-coefficient (Φ) which gives us not only measure of association but also means to compare it across observed relationship in marketing communication tools. In case of Table 4 the strongest association is within the Print flyers (Φ = 0,233) at the second place are TV, Radio and Print (Φ = 0,165) and third are Competitions and Sales (Φ = 0,157). Singles who prefer branded products admits higher influence in all cases (Table 5). Events, Internet banners, Newsletter and Loyalty programs have higher admitted influence on their purchasing behaviour than expected. According to Phi-coefficient results, Internet banners have high association (Φ = 0,172), followed by Event (Φ = 0,164), Newsletter (Φ = 0,127) and Loyalty programs (Φ = 0,103)

Table 5: Branded products preference

I do prefer branded products above unbranded		No		Yes		Φ
		Count	Expected Count	Count	Expected Count	Phi
MCT1 Event	High	38	49,32	20	8,68	0,164
	Low	559	547,68	85	96,32	
MCT2 Internet banners	High	30	40,82	18	7,18	0,171
	Low	567	556,18	87	97,82	
MCT4 Newsletter	High	39	47,62	17	8,38	0,127
	Low	558	549,38	88	96,62	
MCT8 Loyalty programs	High	166	177,74	43	31,26	0,103
	Low	431	419,26	62	73,74	

Source: Own processing

Table 6 presents results of domestic product preference. Respondents recognize all five marketing communication tools to be less influential than expected. The relationship is therefore in opposite direction compared to those of previous two tables.

Table 6: Domestic products preference

I do prefer Czech products above foreign ones		No		Yes		Φ
		Count	Expected Count	Count	Expected Count	Phi
Social networks	High	43	34,73	8	16,27	0,097
	Low	435	443,27	216	207,73	
High	Low	430	439,87	216	206,13	
MCT4	High	73	59,92	15	28,08	
Newsletter						
	Low	405	418,08	209	195,92	
	High	190	164,78	52	77,22	
	Low	288	313,22	172	146,78	
	High	180	160,01	55	74,99	
	Low	298	317,99	169	149,01	

Source: Own processing

The highest measure of association has MCT7 Print flyers (Φ = 0,233) within the price sensitive singles. At the same time MCT7 was second in popularity rank having decent influence on buying behaviour of all respondents (Figure 2). At the second place there are MCT2 Internet banners (Φ = 0,171) within singles who prefer branded products and third are MCT5 TV, Radio and Print (Φ = 0,165) within price sensitive ones. Highest measure of association in the last group (where direction of the relationship was opposite) are MCT6 Competitions and Sales (Φ = 0,162). Singles who prefer domestic product therefore do not confer the influence of this tool on their decision making process.

Conclusion

Based on three buying behaviour habits derived from theory (Price sensitivity, Branded product popularity and Consumer ethnocentrism) we found (within eight marketing communication tools) which of them affects how persuasive MCT are. Results provided statistically significant differences among twelve communication tools/buying behaviour associations. Price sensitive singles tend to admit influence of media such as TV, Radio and Print. Furthermore, as the category indicate, Competition and Sales as well as Print flyers which are highly connected with presentation of discounts. Singles who prefer branded products are influenced by Events, Internet banners, Newsletters and Loyalty programs. The last group, where tendencies to consumer ethnocentrism occurred, admits influence of Newsletter, TV, Radio and Print, Competition and Sales, Print flyers. Consumers living alone constitute a growing segment of potential customers. Their needs differ compared with those living in traditional family structures. This segment will constantly grow and offer many business opportunities in tailoring products and services on demand. Our research delivered a closer look and a description of the process of perception of marketing communications of this constantly growing group of consumers.

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TYPOLOGY, TRENDS AND BUYING BEHAVIOR OF DIGITAL CONSUMER

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Abstract

The paper deals with a typology, trends and buying behavior in a segment of digital consumer. In the introductory chapter we present digital consumer where we rely on the results of foreign research in which six changes are described. It is: equipment, communication, content, social media, video and retail. It further describes typology of digital consumers. In this paper we also address buying behavior and its specifications. In a conclusion the current trends of digital consumer are interpreted. The aim of this paper is to present the topic, highlight its actuality and the importance of understanding the digital consumer.

Key words:

Buying behavior. Digital consumer. Trends. Typologies.

1 Digital consumer

Consumer behavior and purchasing expectations have changed significantly. According to usage of a new digital platforms which transform established ways and stereotype in shopping. This fact is highlighted by the internetisation, boom of social media and the progressive digitalisation which change previously established way of communication, shopping and behaviour of general consumer in purchasing. The era of digitization has brought the fact that today's customers are much more demanding and sensitive than ever. Company Forrest noted that: *„customers expect personalized service through the solutions made for them. If we disappoint them, they will go to competitors without any hesitation."*[1] Forrester Research, Inc., 2014. The expectations for companies are to be more flexible in a response or personalization of offered services / products. *„ Almost seven from ten top managers and directors are aware of a new obligation – changes in social and digital interaction."* IBM, 2014. True understanding of a new consumer behavior requires reflection, thoroughly review of established business models and adapt to the upcoming changes. The result of the digital age is the formation of a new type of consumer, whom we can call **„digital consumer".** They are proportionally developed alongside with the massive socio-digital shift. Research with entitled of **iConsumer: Digital Consumers Altering the Value Chain** realized by American company McKinsey brought six changes. These concerns are the following:

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[1] BEHANNA, A.: *What the European CEO needs from the CIO in 2014: trust in IT delivery is an issue for European business decision-makers.* [online]. [2015-09-22]. Available at: <https://www.forrester.com/What+The+European+CEO+Needs+From+The+CIO +In+2014/fulltext/-/E-RES103281>.

- Devices: from PCs to mobile and touch devices: about 60% of US households use smartphones and more than 30% of these households also use tablet. In developing countries are not far behind in this direction. In a age of personal computers the share of mobile phones and tablets has almost doubled since 2008 to almost 44%,
- Communications: from voice to data and video: five years ago, more than 60% of the population used solely a phone for communication, today it is only 20%. Streaming of music, web browsing, gaming and other activities form greater part of smartphone usage. Therefore, mobile operators have had to adapt their business model and focus more on data,
- Content: from bundled to fragmented: searching for the content of various kinds is now widely accessible. The average number of applications has doubled gradually since 2008,
- Social media: from growth to monetization: in developed economies social media recorded small declines of the total number of users. For marketing purposes, the companies are still trying to use them constantly. Their challenge is to achieve measurable revenue,
- Video: from programmed to user driven: there was an increase in the number of video options usage. It was also reflected in the business model of distributors, advertisers and content owners,
- Retail: from channel to experience: e-commerce although experienced a sharp increase, however there is still 5% of all retail sales. Approximately a half of smartphone users use their mobile device to search. In the future it is expected that more than half of those users will complete these transactions on smartphone and tablet. It is expected that the retail 3.0 era will be developing in the next term.[2]

1.2 Typology of digital consumers

A recent case study of **Connected Life 2014** conducted by TNS which examine how technology transforms the shopping behavior of consumers worldwide. This study was conducted on a sample of 55,000 regular internet users in 50 market segments. Connected Life 2014 offers a basic overview of the growing impact of the digital ecosystem. It has implied new and interesting opportunities associated traders with customers. Connected Life 2014 dealt with the motivation, behavior and attitudes of consumers in the digital world. According to this case study we can divided consumers into four segments and into two areas of influence. It is digital and social impact.

- Digital impact indicates the frequency at which the consumer is connected to the internet. Therefore, it constitutes a degree of dependence on the internet,

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2   DUNCAN, E., ROCHE, K: *Developing a fine-graiined look at how digital consumers behave*. [online]. [2015-09-22]. Available at: <http://www.mckinsey.com/insights/telecommunications/developing_a_fine-grained_look_at_how_digital_consumers_behave>.

• Social impact presents the importance of communication and the actual content for the digital consumer.

The four segments of the digital consumer according to the study of Connected Life 2014:
• Leader is a young man who largely work and use a variety of digital devices. It is assumed that an average time which spent by using them is 6.2 hours,
• Functional is little bit slower and cautious in adopting a new technology. The using of modern technologies is often forced by the influence of the society. However, the interaction with the internet is marked by a certain amount of distrust,
• Observer is a consumer who is curious and excited from the new technologies. They know about new innovation and have no problem with innovation,
• Connector is the opposite of the previous type. However, their driving force is just social media which make the interaction with the online world. They spend five hours on digital devices daily.[3]

We can say that we own more than one mobile device. We read news mostly „online". We send instant messages, imessages, tweets, share the moments and others. Thus, we live in a digital „online reality". We continue with the next message called **Digital Consumer**, published by the American company IBM. To this survey was involved 3,800 consumers from China, France, Germany, Japan, UK and USA. This report highlighted the increasing growth of digital equipment and services in recent years by almost 78%. However, they also identified additional four distinct of personalities in terms of digital consumption. These can be summarized as follows:
• Efficiency expert is a significant digital consumer who uses these devices to simplify his/her life. They use fewer devices but with constant access to the internet via a mobile phone. They send emails, chat on Facebook, watch videos and purchase exclusively online. However, some surveys conducted have shown that some consumers still prefer the traditional shopping than online,
• Content King: this category consists mainly from men but it represents only 9% of the total sample. According to the Saul Berman who is a leader in the global strategy of commercial services division at IBM said that: *„they prefer everything to be connected to their console or TV, often watch TV shows online, they regularly download their media and play games with people online,"*[4]
• Social Butterfly: 15% of consumers said they often update their profile on social media. This group has strong female representation with a high frequency of digital consumption. They visit the websites several times during the day. Among other things they „tag" others and like to see what their friends are sharing,

3   VALLO, A.: *Poznáte typy digitálnych spotrebiteľov?* [online]. [2015-09-22]. Available at: <http://strategie.hnonline.sk/spravy/marketing-digital/poznate-typy-digitalnych-spotrebitelov-0>.
4   GOODE, L.: *What kind of Digital Consumer Are You?* [online]. [2015-09-22]. Available at: <http://allthingsd.com/20120416/what-kind-of-digital-consumer-are-you/>.

- Connected Maestro: 35% of respondents said they use the media via mobile devices and applications in a smartphone. They play games, listen to music, watch videos, read news, check the actual weather or results from sports and others. Their consumer behavior is a mix of the two previous categories (Content King and Social Butterfly). This group has a preponderance of the male population. The characteristic feature is the fact that they prefer digital books than paper ones.[5]

The study also found that age does not play such a significant role in the digital consumer. 82% of digital users are now in age 10 to 64. The fact is that 65% are in age 55 to 65. The other study from TNS called **Digital Life** took place in 47 countries around the world described the six other types of digital consumers. In general, the greatest dominance of occurrence is in the following segments:

- Functional use the internet to read emails, news, weather control or use the services of personal banking. However, their usage of social media is much less because they do not need to express themselves online,
- Networkers use the internet to build and maintain relations especially through the social media,
- Knowledge seekers is a group which use the internet as a source of new information and knowledge to educate,
- Influencers use the internet for almost everything, from social media through blogs to online shopping. They like to share their opinions or comment.[6]

According to market and its cultural differences we can consider that the dominance of various types is significantly influenced by this fact.
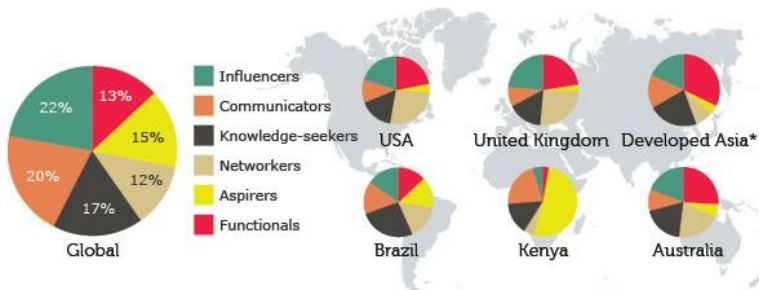
Picture 1: Layout of types of digital consumers
Source: *Sparksheet.com.* [online]. [2015-09-22]. Available at: <www.sparksheet.com>.

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5   Ibidem.
6   CHILDS, C.: *Understanding Digital Consumers*. [online]. [2015-09-22]. Available at: <http://sparksheet.com/understanding-digital-consumers/>.

1.3 Digital consumer buying behavior

Marketers and retailers give the question of how they can reach the right customers at the right time, right place with the right message to persuade them to implement the shopping procedure. The answer is that it is the marketers who make key decisions along the entire path to purchase. We summarize the key facts that need to be taken under the consideration:

- There are six consumer segments (Basic Digital Consumers, Retail Scouts, Brand Scouts, Digitally Driven Segment Calculated Shoppers, External Shoppers) which perform similar buying behavior and intention,
- The company Amazon has a significant impact of 1/3 of all retail customers,
- Website still has an important role for 69% of buyers,
- 48% of purchases are influenced by digital media and technology.

Six digital segments and their decision of purchase:

- Basic Digital Consumers are not a high digitální user. They can search and buy online. However, they are not a big fans of social media. They have the second highest probability to buy offline,
- Retail Scouts are the consumers who prefer retail than specific brands. They use the mobile devices at home rather than outside, buying online but do not express a preference between the online and offline environment,
- Brand Scouts have a favorite brand. 72% of them start their shopping path with the brand in mind,
- Digitally Driven Segment use social media and mobile devices the most from all the segments. They like comfort and do everything to avoid going to the store physically. It is expected that within five years, it will be the dominant segment with significant majority of purchasing power,
- Calculated Shoppers are very similar to the previous segment with the exception that they do not have the urgency to realize a purchase now and are willing to wait in order to buy a better or more affordable price,
- External Shopper are non-mobile shoppers. They have no urgency in purchasing. Their shop searching is performed on a desktop computer or laptops.[7]

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7   GOODRIDGE, T.: *The 6 Types of Digital Consumers and Their Paths to Purchase.* [online]. [2015-09-22]. Available at: <https://blog.compete.com/2013/05/30/the-6-types-of-digital-consumers-and-their-paths-to-purchase/>.

Picture 2: Six digital segments and their path to purchase
Source: *Compete Pulse: Consumer Insights for Digital Marketers*. [online]. [2015-09-22]. Available at: <https://blog.compete.com/>.

Today we can state that the traditional way of shopping more or less goes into the background. It can be expressed as an overcome or even „dead" way to shop. Model of purchase by McKinsey says that consumers are everywhere. It only takes one click to embark on their journey. Up to 99% of consumers can come and be gone at the same time and then come back again to fulfill their purchase. The reason is that it is very simple. It is believed that while sophisticated approaches can help marketers to easily be oriented in the environment. However, the key factor remains the particular way of consumer decision-making and interaction itself. The process of decision-making represents the path with four primary steps. These are the initial considerations of consumer, active evaluation or it can be called as a process of the internet and finally potential of purchase. Experts, marketers realize the significant fact of the changes in how consumers buy products. The shift in this decision means that traders will have to adjust their spending. At the same time, they will have to look at these upcoming changes, not as a loss but as the challenges and opportunities which can gain their target audience at the right time and the right place. This will require information and support to help them to make the right decisions.

1.4 Trends and digital consumer

People live digitally whether at work, at home or in the space between. The boundaries between the digital and physical world are blurring. This fact follows a recent study conducted by Microsoft called **Digital Trends 2015**. It provides insight into the expectations of consumers in the digital world and explains the

current and future consequences for the brand. These trends talk about the changing of relationship to consumers, digital devices, platforms and brands.

Trends with names Value Me, IntelligentlyON and Real restore the fulfillment of the needs while underlining the potential of the digital world in order to change the way how the consumers get things done:

• Value Me: Consumers are increasingly aware that their digital information has an own value. They want to get this value back in return for monitoring brand or using their data. 49% of consumers are aware that companies benefit from data but do not know how to deal with them,

• IntelligentlyON: We are witnesses of growing demands for digital experiences that help consumers to be more productive, make more things and make better decisions. It is expected that the technology will help to predict the needs and care more about the customer. 63% are interested in future of technology that automatically filters content and messages,

• Real Redefined: „Real" is no longer synonymous for „offline". The technology offers much more complexity and more interesting digital experience. While consumers try to gain the intense of their experiences. 49% are interested in joining the digital experience that can be easily integrated respectively connected to the physical,

• Right to the identity: Digital profiles are a normal part of the life of consumers. They look for the way to protect personal data and how they can shape their „digital me" in the best way. 57% of consumers want to be able to choose how long the information will be shared online,

• Life Analytics: Consumers are well aware that shared information should not be only about fun but also useful, should provide information or ideas. 43% of consumers confirm that more frequently and commonly use products that provide a variety of information to improve their lives,

• Creativity: Experimentation, creativity and the effort to comment. The digital age helps to consumers look at the design of the product according to their needs and interests. 56% of consumers confirmed that they buy from a company that allows them to shape the product,

• New era of discovery: Consumers are looking for recommendations and not just through the things that they like but also experience. 48% of consumers expect from brands that they know that they will help and discover new products which will meet their current needs,

• Networks: Consumers are looking for more personal, more original connections with smaller digital groups which are able to provide them with rich and quality of experience. Consumers look for more flexible network. 55% of consumers say they would welcome interaction with the brand by using various of digital services.[8]

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8   *Microsoft: Digital Trends 2015.* [online]. [2015-09-22]. Available at: <http://advertising.microsoft.com/en/digital-trends>.

Today's consumer is much more interconnected than ever before with greater access to content and brands through proliferation of digital devices and platforms. The content that was once available to consumers through the personal delivery (such as press, radio and television) is replaced by various connected devices. It is driving engine and boom of media revolution in the digital era. The recent discussions about the digital market can proclaim that it can be a source for 415 billion euros. In Europe, there is 315 millions of internet users. According to available information we can suppose that even in the future it will continue the massive development of digital technologies which will reflect the segment of digital consumers.

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MARKETING RESEARCH OF DIGITAL LIFE OF BANK CLIENTS

Václav Kupec

Abstract
The current development of information technology significantly transforms the marketing behaviour of economic subjects. Business transactions are increasingly moving from the real world into the digital world. This also applies to banking, where there are almost renaissance processes, particularly in focusing on individuality of a client. The aim of the paper is to contribute to the effective use of digital opportunities of the financial sector and the verification of possibilities of the application of marketing research in digital environment. The implementation of purpose is carried out by comparison method of attributes of marketing information provided by a client personally and the information provided by a client digitally. Achieved results then refer to the higher value of information obtained from the digital traces of analyzed clients opposite to information obtained using traditional techniques in the real world. Innovative approaches of marketing research in the surveyed environment (reality vs. digital) allow banking institutions to respond more effectively to economic clashes of supply and demand. And in combination with other marketing strategies, it can be competitive advantage for banks.

Key words:
Analytics. Banking. Digitisation. Marketing. Research.

Motto:

> „*You don´t need a digital strategy, you need a business strategy*
> *for the digital age.*"
> Judy Goldberg

Introduction

„*We find ourselves at the time of the great migration of nations – from the world of our ancestors into the digital world. The one foot is still there, in the space-time reality of the traditional world, which is composed of matter and the surrounding space, but the second foot we have in the abstract and digital world, which is ruled by collapsed space-time and the rules are different.*"[1] The digital world is so according to many of the theories of new space for life. Sedláček, analyzing the above-mentioned phenomenon of migrations, which he calls *"Into the digital"*, talks about the fact that not only the economics but also work, fun and relationships are shifting into this world.[2] The cited fact allows us to understand the digital world as the new marketing environment. The mentioned statement is possible to substantiate with the theory by Kozel team who says: „*All that*

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1   SEDLÁČEK, T.: *Veliké stěhování národů aneb Into the digital*. [online]. [2015-10-25]. Available at: <http://blog.aktualne.cz/blogy/tomas-sedlacek.php?itemid=24300>.
2   Ibidem.

surrounds business is often called the marketing environment."[3] This fundamental proposition is extended by perspective of the management by team of Armstrong who says: *„That develop effective marketing strategies, you must first understand the environment in which marketing operates."*[4] A marketing environment can be understood especially in marketing research, which for example Kotler – Armstrong confirm.[5] So marketing research can analyze the digital environment in which people's lives take place, so consumers' and clients' ones.

1 Literary sources

According to the theory by Churchill – Iacobucci the marketing research ensures essential link between customers and marketers.[6] Bradley defines this marketing instrument as one of the most useful tools for business[7]. This hypothesis is also confirmed by team of authors Matúš – Čábyová – Ďurková when they speak within their theories about the research as a first step of marketing management.[8] Kotler – Armstrong define the marketing research directly: *„Marketing research is the systematic design, collection, analysis, and reporting of data relevant to specific marketing situation facing an organization."*[9] Management therefore uses the marketing research to analyse client data. What are these mentioned data? "Data" are primarily defined by the authors Han – Kamber – Pei especially as carriers of information.[10] Determining the term of „information" is dealt by Birchler – Bütler who submit the elementary thesis that economics is all about information, which they illustrate by reference to the Nobel laureate of 1970 Samuelson.[11] He tackled the fundamental issues of economics, therefore, what, how and for whom to produce, in which is precisely the information needed. Linking theories of data and information are concluded by Truneček's ideas who complements this doctrine with the term of „knowledge" and the whole concept is referred to as the so-called the knowledge chain.[12] Based on this recherché we conclude that „data"

3   KOZEL, R., MYNÁŘOVÁ, L., SVOBODOVÁ, H.: *Moderní metody a techniky marketingového výzkumu*. Praha : Grada Publishing, a.s., 2011, p. 14.
4   ARMSTRONG, G. et al.: *Principles of Marketing*. Melbourne : Pearson Australia, 2015, p. 70.
5   KOTLER, P., ARMSTRONG, G.: *Principles of Marketing.* New Jersey : Pearson Education, 2010, p. 129.
6   CHURCHILL, G. A., IACOBUCCI, D.: *Marketing Research: Methodological Foundations.* Mason : South-Western Centage Learning, 2010, p. 5.
7   BRADLEY, N.: *Marketing Research: Tools and Techniques.* New York : Oxford University Press Inc., 2007, p. 5.
8   MATÚŠ, J., ČÁBYOVÁ, L., ĎURKOVÁ, K.: *Marketing – základy a nástroje.* Trnava : FMK UCM v Trnave, 2008, p. 40.
9   KOTLER, P., ARMSTRONG, G.: *Principles of Marketing.* New Jersey : Pearson Education, 2010, p. 129.
10 HAN, J., KAMBER, M., PEI, J.: *Data Mining. Concepts and Techniques*. Waltham : Morgan Kaufmann Publishers, 2012, p. 5.
11 BIRCHLER, U., BÜTLER, M.: *Information Economics*. Oxon : Routledge, 2007, p. 1.
12 TRUNEČEK, J.: *Management znalostí*. Praha : C. H. Beck, 2004, p. 12.

are carriers of „information" that are changing by subsequent processing to the „knowledge"[13] and we can appropriately use these terms. We examine defined knowledge chain through different instruments. With regard to the intensive development of the information environment, however, Kotler – Armstrong recommend online surveys[14] for analyzing that capture contemporary trends in work with information. Definition of such a technique the authors carried out as follows: „*Collecting primary data through Internet surveys, online focus groups, Web-based experiment, or tracking consumers' online behaviour.*"[15] From the data obtained quoted observation (tracking) withal we expect they will be of higher quality, than data obtained by polling. This is mainly due to their direct processing. This hypothesis is further elaborated for example by Krajíček, who deals with corporate databases and primary data.[16] Krajíček indicates that companies now have a number of business data that can be database-processed[17], adding: „*The best databases must be considered as those that occur gradually and are provided by clients themselves (possibly unknowingly and with their approvals).*"[18] This is related to digital phenomenon of today's world, or the fact that the companies' databases are filled with client information almost online. In real time this leads to recording of consumer behaviour and so the databases become a digital diary of individual clients. Firms can therefore analyze each client's marketing behaviour. And just for those reasons, the methodological part will devote to techniques for analyzing marketing information.

2 Material and Methodology

„*In today's global business and economic environment, anyone can access vast amounts of statistical information. The most successful managers and decision makers understand the information and know how to use it effectively.*"[19] Companies therefore collect information to help them adjust strategies in response to consumer behaviour (see Kusá – Belová[20]). Marketing research in the concept by Kotler – Armstrong[21] withal allows collection, analysis, and

13 KUPEC, V., PETRŮ, N.: The Options of the Analysis of the Traces of Marketing in the Banking Services. In MATÚŠ, J., PETRANOVÁ. D. (eds.): *Marketing identity: Explosion of Innovations. Conference Proceedings.* Trnava : FMK UCM v Trnave, 2014, p. 312.
14 KOTLER, P., ARMSTRONG, G.: *Principles of Marketing.* New Jersey : Pearson Education, 2010, p. 137.
15 Ibidem.
16 KRAJÍČEK, J.: *Marketing v peněžnictví*. Brno : Masarykova univerzita v Brně, 2005, p. 28.
17 Ibidem, p. 17.
18 Ibidem, p. 28.
19 ANDERSON, D. R. et al.: *Statistics for business and economics.* Mason : Thomson Higher Education, 2009, p. 3.
20 KUSÁ, A., BELLOVÁ, S.: Aktuálne otázky a problémy komunikácie bank vo vzťahu k mladým spotrebiteľom. In *Communication Today*, 2012, Vol. 3, No. 1, p. 107.
21 KOTLER, P., ARMSTRONG, G.: *Principles of Marketing.* New Jersey : Pearson Education, 2010, p. 129.

reporting of such information. The basic question that marketing research is dealing with, is whether it is more efficient to perform analytics of customer data in real environments, or in digital environment. Because clients' lives are largely shifting to the digital world.

The above-mentioned doubling of the worlds is particularly apparent in the financial environment. Here is no consumer process that a bank would not manually or automatically record into own management information systems (MIS), in the concept by Matúš – Čábyová – Ďurková.[22] Compared to other economic subjects, financial institutions have the option of analysis of these transactions. This gives banks the ability to digitally inspect the real lives of individual clients. Because every banking transaction is marked with identification data which marketers analyze what the deal is. These pieces of information, then submit a comprehensive picture of consumer behaviour of individual clients, or their lives. Based on the defined issue, this part of the text deals with the methodological solution. On analysis of bank information it is possible to apply selected techniques of marketing research, which Boone – Kurtz,[23] Strydom[24] or Doyle[25] confirm. Here we choose the method of observation that verifies the characteristics of client information in the MIS. And especially by monitoring (tracking) what information the corporate databases provide and whether we can examine consumer behaviour within them. At the same time accesses to databases strictly respect the requirements for ensuring banking secrecy under current legislation. The results will supplement the findings of previous copyright surveys[26], aimed at streamlining the marketing strategies in banking industry.

In the perspective of the above-mentioned text the aim of the contribution is the effective use of digital opportunities for the financial sector and the verifying possibilities of the application of marketing research in the digital environment, and especially for the purpose of strategic management of bank portfolio and business communication with its clients. The whole task, according to the methodology by Kupec – Kretter[27], technically assesses selected attributes of customer data stored in information systems of institutions. At the same time there is primarily analysis of the quality of provided data that banks acquire for

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22 MATÚŠ, J., ČÁBYOVÁ, L., ĎURKOVÁ, K.: *Marketing – základy a nástroje.* Trnava : FMK UCM v Trnave, 2008, p. 39.
23 BOONE, L. E., KURTZ, D. L.: *Contemporary Marketing.* Stamford : Cengage Learning, 2011, p. 244.
24 STRYDOM, J.: *Introduction to Marketing*. Cape Town : Juta, 2004, p. 81.
25 DOYLE, S.: *Understanding information & Communication Technology*. Cheltenham : Stanley Thornes, 2000, p. 11.
26 KUPEC, V., PETRŮ, N.: The Options of the Analysis of the Traces of Marketing in the Banking Services. In MATÚŠ, J., PETRANOVÁ. D. (eds.): *Marketing Identity: Explosion of Innovations. Conference Proceedings.* Trnava: FMK UCM, 2014, p. 312.
27 KUPEC, V., KRETTER, A.: Měření atributů marketingových informací. In *Communication Today*, 2013, Vol. 4, No. 1, p. 109.

setting products and services. The proposal would indicate finding the optimal approaches of marketing research to consumer information in database systems of selected companies.

3 Results

The first result concerns the „amount" of information (q – quantity). Bank clients namely have an ambivalent relationship in forwarding the information. Once they are asked about their preferences directly (e.g. telephone research) they may refuse to provide information. However, in cases when polling is carried out within the business process (e.g. filling documentation), they cannot refuse to provide information. In doing so, particularly in the processing of a loan, clients provide large amounts of marketing data from their lives or even the lives of their partners to institutions. It is therefore clear that the set of mandatorily provided information (m – mandatory) will always be greater than the set of voluntarily provided information (v – voluntary), see formula below.

$$v < m \qquad (1)$$

Where: v is the set of voluntary data,
           m is the set of mandatory data.

The next finding concerns the „accuracy" of information (a – accuracy). Relevance of data (v – voluntary) obtained mainly by questioning is difficult to verify. Because respondents can provide marketing information for various reasons inaccurately. In contrast, for data (m – mandatory), which are furthermore verified, such risk is lower. The relevance of this information is always verified from other sources (e.g. a register of debtors) or on the basis of verified documents (e.g. a confirmation from an employer). It is also necessary to warn the fact that both sets of data (m – mandatory and v – voluntary) may be distorted by subsequent processing. Anyway, the accuracy of information (see the formula below[28]) at the beginning of the knowledge chain is higher at information of the set *m*.

$$a = \frac{Xn}{(Xn+1) - Yn} \qquad (2)$$

Where: a is the accuracy of the information,
           Xn is the sample of the clients,
           Yn is the number of the acquired information.

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28   KUPEC, V., KRETTER, A.: Měření atributů marketingových informací. In *Communication Today*, 2013, Vol. 4, No. 1, p. 112.

Whether bank databases are an adequate source of exploration of clients' lives, there is a condition of the verification of the „availability" of information (*av* – availability). Creation, transmission and recording, is in conclusion the availability of which may be client information used by bank. Here are certain situations where the client has to knowingly transmit own data to bank (av_c – the availability of information from the client). But at the same time transmission of data automatically occurs in internal databases (av_d – the availability of information from the database), without the knowledge of the client. These are essentially the financial turnovers on accounts (e.g. incoming or outgoing payments). So the bank has more available information from databases than it has from clients (see formula below). This finding complements the overall picture of the digital records of bank clients.

$$av_c < av_d$$

(3)

Where: av_c the availability of information from the client,
         av_d the availability of information from the database.

To verify the whole concept of the digital environment it requires knowledge of these claims. We can conclude from them that the internal databases of banking institutions contain a sufficient amount of information (*q* – quantity) that are reasonably accurate (*a* – accuracy) and at the same time adequately available (*av* – availability). And although these databases are not primarily used as MIS, they are very convenient for research purposes. At the same time, we can say that marketing data in banking databases reflect the lives of their clients. The collected information is therefore truly online dairy of financial lives of clients in digital form. Dairy of life, which is at real-time available to marketing specialists for marketing research.

During comparing the attributes of marketing information provided by the client personally and the information provided by the client digitally, we evaluated „*quantity"*, „*accuracy"* and „*availability"* of customer data. As the above-mentioned formulas show, the marketing research in analysis of digital markets is achieving better results. Thus, during examining consumer data from digital life of banking clients. According to the formula 1, the quantity of compulsorily provided data is higher than the quantity of voluntarily provided data. According to achieved calculations of the formula 2, the accuracy of the information in digital databases is higher than the accuracy of the information from the interviews. Likewise, the availability of information from the databases of the formula 3 is greater than the availability of information from clients. Therefore, innovative ways are opening up to researchers in finance how to analyze consumer behaviour. We examine the real markets by marketing research and techniques of observation, questionings or experiment (see Kotler – Armstrong[29]). Or we will focus observation

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29   KOTLER, P., ARMSTRONG, G.: *Principles of Marketing.* New Jersey : Pearson Education, 2010, p. 137.

and experimentation of marketing research on digital markets. With these approaches, we can particularize some of their application advantages. These include the immediate availability of information, high validity of information and the cost of obtained information, and that is all in relation to the marketing analysis. The obtained results, of course, we have to further evaluate by selected static methods (see Kupec[30]) so that they can be used for modelling of consumer demand.

4 Discussion about the topic

We must confront the presented results with professional theories of selected authors. We are able to technically focus the marketing research on the real markets, especially in the traditional conception by Churchill – Iacobucci.[31] But according to these results we can innovatively use the research in digital databases that provide a sufficient amount of marketing information. This theory is confirmed by Krajíček, stating that companies have large amounts of business data that can be processed in marketing and from which you can extract useful suggestions.[32] So applications of digitally oriented research provide important benefits that traditional ways of marketing techniques cannot. The topic for discussion is the conception of the research in the digital environment. The question is whether, in the case of the analysis of data in information systems, it is the marketing research of primary information. And considering the fact when Kotler – Armstrong say: *„Secondary data consist of information that already exists somewhere, having been collected for another purpose. Primary data consist of information collected for specific purpose at hand."*[33] It is therefore obvious that digital banking contains secondary data. With regard to the fact that, these transformed data, which shape the independent world in which it is necessary to orient in marketing way, can be considered as the primary one, as well as the data obtained herein, as the primary data.

We can also polemize about the adequacy of the presented results. Among the methods of data collection the Kozel's team ranks questioning, observation and experiment,[34] which is also confirmed by Bradley.[35] According to the presented

30   KUPEC, V.: *Marketingový výzkum ve vybraných procesech řízení banky*. Trnava : FMK UCM v Trnave, 2014, p. 75.
31   CHURCHILL, G. A., IACOBUCCI, D.: *Marketing Research: Methodological Foundations*. Mason : South-Western Centage Learning, 2010, p. 5.
32   KRAJÍČEK, J.: *Marketing v peněžnictví*. Brno : Masarykova univerzita v Brně, 2005, p. 17.
33   KOTLER, P., ARMSTRONG, G.: *Principles of Marketing.* New Jersey : Pearson Education, 2010, p. 131.
34   KOZEL, R., MYNÁŘOVÁ, L., SVOBODOVÁ, H.: *Moderní metody a techniky marketingového výzkumu*. Praha : Grada Publishing, a.s., 2011, p. 173.
35   BRADLEY, N.: *Marketing Research: Tools and Techniques.* New York : Oxford University Press Inc., 2007, p. 106.

results it is obvious that all quoted techniques cannot be used in the digital environment. To collect the data here we apply only methods of observation and inquiry. Interviewing technique cannot be realized due to the fact that in the IS there are only stored hard data or „*dead date*" thus data about the history of a client's life. A topic for future research is therefore the ability to perform digital polling, by another name the marketing research in social networks, which allows obtaining soft data, or „*live data*" about client preferences. Finally, it is possible to dismantle the results presented in relation to the analysis of „*quantity*", „*accuracy*" and „*availability*" of information about the lives of clients and with particular emphasis on the possibility of application of the marketing research. According to designed calculations we state that during the measurement of information attributes in the digital banking, we can achieve better research results. And that in comparison with the application of marketing research in real-world environments. So the obtained data about the digital life of bank customers we analyze in large amount, more accurately and availably. This result follows the initial theory by Kotler – Armstrong, who recommend online-focused research techniques[36], which is also verified by conception by Petrů – Marejka regarding the changing trends in management.[37]

Conclusion

The study dealt with the marketing research in the digital environment. Based on the literary analysis of field theories the aim of the essay was an efficient use of digital opportunities of the financial sector and the possibilities of verifying the application of the marketing research in the digital environment. Digital environment which is represented by corporate databases, it is an ideal place for exploring the digital life of bank clients, respectively, for the analysis of consumer behaviour. Digital databases are now filled with client information online, so that they become online diaries of individual consumers. Banks can analyze the marketing behaviour of their clients. According to the technical comparison of selected attributes of marketing information from real and digital environments, it is obvious that the application of marketing research on digital markets is achieving better results, and especially with respect to *"quantity", "accuracy"* and *"availability"* of information. So the proposed method of the marketing research in the digital environment enables to effectively manage the marketing strategies of banking institutions.

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36   KOTLER, P., ARMSTRONG, G.: *Principles of Marketing.* New Jersey : Pearson Education, 2010, p. 137.
37   PETRŮ, N., MAREJKA, M.: Determinants of Management of the 21st Century, their Impact on Communication and the University Education. In *AD ALTA*, 2014, Vol. 4, No. 2, p. 30.

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TRENDS IN MOBILE APPLICATIONS
FROM THE PERSPECTIVE OF DIGITAL CONSUMERS

Alena Kusá – Zuzana Zaziková

Abstract
Mobile apps have become a part of everyday life for a lot of people of different age as they allow us to get more information, to buy, to communicate, to have fun, to educate etc..We are going to focus on Slovak consumers and their behaviour in online shopping along with the role of mobile phones. We are going to analyse the role of mobile applications and the way they can be used. Mobile app development is growing faster so as consumer behaviour is changing. Users have a lot of apps of different types at their disposal and in order to select a right one, they need to think over all the benefits it can bring.

Key words:
Digital consumer. Mobile application. Mobile devices. Trends.

1 Consumer in the digital world

A lot of domestic and foreign authors are dealing with a consumer and consumer behaviour as such. In the past years, Lošťáková (2009), Koudelka (2006), Kotler (2007), Kotler and Keller (2013), Kita (2010), Kulčáková, Richterová and Klepochová (2005), Schiffman and Kanuka (2010) and many others have been considered as the top ones. The selected authors are trying to define a consumer and consumer behaviour in general. Other authors are dealing with particular fields of consumer behaviour, e.g. consumer behaviour when purchasing food is analysed by Hes (2008), the segment of women consumers is described by Kusá and Hrabačková (2012), Vysekalová (2011) and Hradiská and Šulek (1999) are analysing a consumer and his/her behaviour from the psychological point of view.

According to the definitions, the term of a consumer is a more general notion than the term of a customer. The consumer integrates: „*any consumption, i.e. even consumption of goods and services which a person buys himself/herself.*"[1]

Definitions and characteristics of a consumer and his/her behaviour on the market are interlinked. However, the basic definition of the term of a consumer is entailed in the norm ISO 10001:2007 as „*an organisation or a person which/who receives a product, e.g. a consumer, a client, an end user, a retailer, a beneficient who gains benefits from a particular product or a buyer.*"[2]*,* defining consumer behaviour, as well.

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[2] URDZIKOVÁ, J., ŠALGOVIČOVÁ, J: V organizácii zameranej na kvalitu zákazníkom všetko začína aj končí. In *Trendy ekonomiky a managementu*, 2008, Vol. 2, No. 3, p. 56.

The term of a digital consumer is currently linked with younger generations who are using communication technologies to exchange information or buy products. Those consumers use mobile applications, are influenced by the online environment, prefer online shopping and thus, their consumption is instant and the environment of social media provides them room for expressing their personality. *„They feel free and are aware of their ability to do the things on their own, they are more democratic as they do not need to comform to particular social discomfort"*, as stated by Čábyová and Krajčovič.[3]

According to the study TNS Connected Life digital consumers can be divided into four segments and two fields of influence while marketing experts consider each of the segments different[4]:
• **Leader** – mostly a younger consumer who uses digital devices 6.2 hours a day on the average,
• **Functional** – a slower and more careful recipient of new technologies, in most cases he/she is forced to use modern gadgets in order to keep the pace with the others, he/she does not consider the information available on the Internet as credible,
• **Observer** – a curious person and an enthusiast when it comes to new technologies, he/she is interested in new innovations and their benefits, does not have any difficulty using new technologies and is pleased when he/she understands how they work,
• **Connector** – a consumer with lower income, his/her interaction with the modern world is mostly limited to social networking websites where he/she spends 5 hours a day on the average.

The age is a key element for digital consumers – younger consumers have much more confidence in online shopping either through e-shops or mobile apps. A lot of consumers aged 50+ are afraid of online shopping, they rather search for the information on a particular product on webpages where they read reviews and consequently, prefer buying a product in a brick and mortar shop. Digital consumers who mostly fit the category of a leader and an observer, prefer online shopping on a regular basis and they like using up-to-date technologies in order to purchase goods safely and quickly anytime and anywhere. In course of time, even those groups of consumers who firstly seemed to be careful and distrustful with regards to online shopping will adopt innovations in their buying behaviour.

3   ČÁBYOVÁ, Ľ., KRAJČOVIČ, P.: Consumer behavior of generation Y on the print media market. In *Marketing Identity*: *Design that sells.* Trnava : FMK UCM v Trnave, 2013, p. 121.
4   *Poznáte typy digitálnych spotrebiteľov*. [online]. [2015-10-08]. Available at: <http://strategie.hnonline.sk/spravy/marketing-digital/poznate-typy-digitalnych-spotrebitelov-0>.

2 Buying behaviour of the Slovaks on the Internet – results of the research

In 2015 the online web portal Pricemania carried out the research to find out how much time the Slovaks spend online, which social networking websites they visit the most often and which products they buy online. 5,210 respondents from all the districts in the Slovak republic participated in the research, covering different age groups and categories. One of the questions was to ask about the most common reason for using the Internet as it can be used for various activities. 31% of the Slovaks use the Internet to search for general information while only 6% use the Internet to do online shopping of products or services (see the Graph 1).
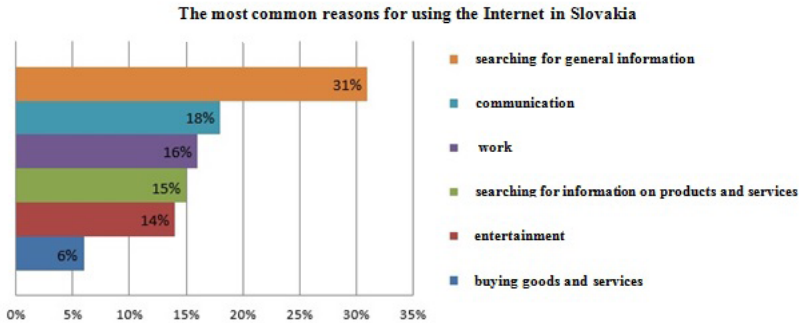
Graph 1: The reason for using the Internet in Slovakia
Source: *Pricemania mapped buying behaviour of the Slovaks on the Internet.* [online]. [2015-10-09]. Available at: < http://www.pricemania.sk/clanky/press/pricemania-zmapovala-nakupne-spravanie-slovakov-na-internete-606.html>.

In the opinion of various experts, the number of online buyers will only grow as the Internet is considered to be a simple, swift and comfortable way of purchasing goods and products. The greatest advantage of online shopping in comparison to brick and mortar shops is their competitive advantage when it comes to a price. The research shows that only 3% of the respondents do never shop online while the majority (56%) do the shopping online several times a year (see the Graph 2). In terms of age groups no particular differences were found, the most common answer was doing online shopping several times a year or several times a month.
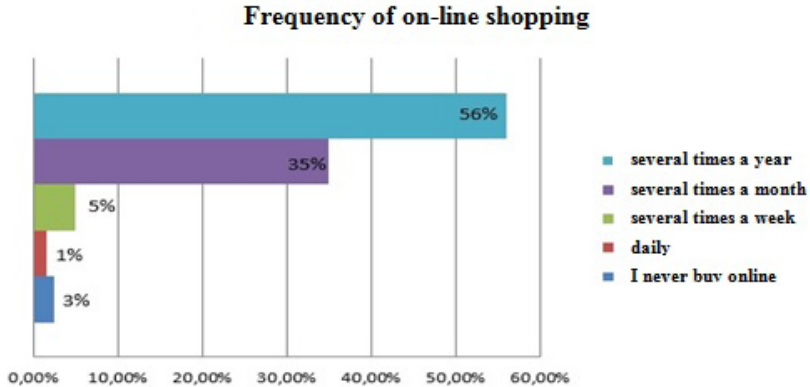
Graph 2: Frequency of on-line shopping
Source: *Pricemania mapped buying behaviour of the Slovaks on the Internet* [online]. [2015-10-09]. Available at: <http://www.pricemania.sk/clanky/press/pricemania-zmapovala-nakupne-spravanie-slovakov-na-internete-606.html>.

The Graph 3 shows which products the Slovaks are the most interested in when shopping online. The most popular category seems to be electronics – up to 63%, then clothes – 39%. The least purchased category are films and books – 4% of the respondents and furniture – only 5% of the respondents. It is worth noting that most of the respondents spend not more than 100€ a month on online shopping while more than a half spend up to 50€ a month and exactly a third spends from 50 to 100€ a month.

More and more Slovak consumers are using notebooks or personal computers for the Internet connection while 30% of respondents use their mobile devices (mobile phone or tablets). We expect online shopping via mobile devices to grow steadily in the near future. Most of the e-shops are getting adapted to mobile users in order for the whole buying process to be done quickly in only a few steps.

The most common goods purchased on-line

Legend:
- electronics
- clothes
- appliances
- books
- cosmetics
- watch and jewellery
- furniture
- films and music
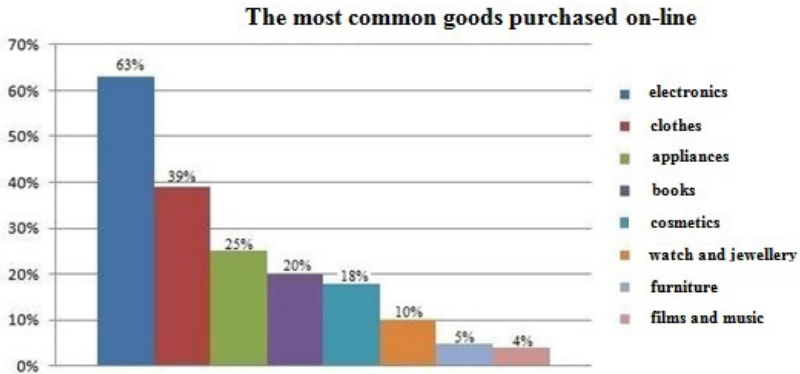
Graph 3: The products purchased online
Source: *Pricemania mapped buying behaviour of the Slovaks on the Internet.* [online]. [2015-10-09]. Available at: <http://www.pricemania.sk/clanky/press/pricemania-zmapovala-nakupne-spravanie-slovakov-na-internete-606.html>.

3 Supremacy of mobile applications

Development of mobile devices is becoming more and more sophisticated, which results in a growing need for optimilisation of webpages and applications for mobile devices. The offer of smartphones and tablets is increasing and so are technical features and possibilities of use for customers. As no other channel, a mobile phone is able to guide a consumer doing online shopping in the most effective way. As a result of technological progress and innovations, sellers should make mobile applications a core part of their marketing activities and thus, provide a customer with interesting news on a one-to-one principle with perfect timing and attractive content. Besides that, it is assumed that sellers will gradually introduce various mobile bonus programmes to replace physical bonus cards.

The Company Adobe carried out a quarter-year study to analyse digital trends in the year 2015. The Graph 4 shows which trends will accompany corporations in digital marketing. Various trends concern mobile marketing, which results from gradual switch of users from desktops to mobile devices. Users wish to be online anytime and anywhere in order to communicate, obtain information or educate quickly and effectively. The research recommends targeting and personalisation along with optimilisation of web content and social networking websites.

Targeting and personalisation	30%
Content optimisation	29%
Social media engagement	27%
Brand building / viral marketing	24%
Multichannel campaign management	22%
Conversion rate optimisation	20%
Search engine marketing	17%
Mobile optimisation	16%
Video content	15%
Marketing automation	15%
Mobile app engagement	13%
Joining up online and offline data	12%
Social media analytics	9%
Real-time marketing	9%
Customer scoring / predictive marketing	9%
Ad targeting optimisation	8%
Video advertising	7%
Mobile app analytics	6%

0%   10%   20%   30%   40%

Graph 4: Digital trends for the year 2015
Source: *Digital Trends 2015*. [online]. [2015-10-10]. Available at: <http://www.gfm.ch/downloads/2015/DIB_Digital_Trends_Report_2015_EMEA.pdf>.

We state a few interesting statistics which prove of growing popularity of mobile devices and their use[5]:
• every fourth search is done on a mobile phone;
• every sixth YouTube video is played on a mobile phone;
• more than 60% of e-mails are currently consulted through mobile devices;
• in January 2014 more people logged on the Internet via their mobile devices in comparison with a desktop computer or a notebook;
• 79% of smartphones users and 81% of tablets users use their devices to search for information (services and products).

A mobile app can be defined as a small software specially designed to work on mobile devices. The app is usually downloaded and installed by a user to his/her mobile device and afterwards, the mobile app starts working with an original or installed operating system of a device.[6] Users install the applications via application stores which can be downloaded for free or for a special fee. The biggest and the most famous stores are App Store and Google Play using a different operating system in mobile devices.

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5   CLARK, R.: *Mobile Marketing Basics for Local Business.* Elevate Solutions Group, 2014, p. 12.
6   SALZ, P. A., MORANZ, J.: *The Eveything Guide to Mobile Apps.* Avon : Adams Media, 2013, p. 14.

App stores where users can download applications to their mobile devices and evaluate them recorded the following turnover in the year 2015[7]:
• **Google Play** – 1,600,000 applications
• **App Store** – 1,500,000 applications
• **Amazon App Store** – 400,000 applications
• **Windows Phone Store** – 340,000 applications

In July 2008 App Store offered approximately 800 applications to download while within two months the total number rose to 3,000 apps. App Store reached the limit of million applications by the end of the year 2013. Creative managers and application developers have created the apps for various purposes and fields[8]:
• business tools
• financial tools
• education
• news and information
• weather forecast
• navigation and travelling
• shopping
• entertainment and games
• social networking websites

In users´point of view, the most popular apps seem to be social networking websites, games, navigations and tools related to business or work. From marketing point of view mobile apps fulfil various functions, e.g. increasing awareness of a brand or a product with the purpose to generate positive feedback and spread popularity of a particular brand. As young people almost always have their mobile phones on them, businesses have a possibility to address them anytime via localisation of a customer and thus, promote services or products. Apps do not only need to serve B2C but can also be used on a B2B market, e.g. as a tool for cost optimisation (interactive product catalogues for sellers, a generator or a QR code reader, ROI calculator et al.).

When creating and developing mobile apps, it is necessary to think of a lot of principles so as they could meet users strict criteria[9]:
• to serve a clear and special purpose,
• to set tangible targets – What objective do we want to reach with an app?,
• to adapt to a particular target group – What features are interesting for target audience and
• why should users download it and use it?,

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7   *Number of apps available in leading app stores as of July 2015*. [online]. [2015-10-09]. Available at: <http://www.statista.com/statistics/276623/number-of-apps-available-in-leading-app-stores/>.
8   HOPKINS, J., TURNER, J.: *Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes And Other Mobile Strategies To Grow Your Business.* New York : John Wiley & Sons, 2012, p. 158.
9   Kolektív autorov: *Online marketing.* Computer Press, 2014, p. 187-188.

- to pay attention to maximum use of the device hardware,
- uniqueness, esprit, joy, originality – these elements help the app gain a competitive advantage,
- to ensure sufficient promotion of an app – to use various communication channels, to promote the application in such a way so that target audience would get informed and interested in downloading one.

3.1 Trends in mobile applications helping in a buying process

Nowadays users – digital consumers – are able to purchase anything via mobile apps – anytime and anywhere. Categories of products and services purchased via a mobile phone are clothes, cosmetics, jewellery, electronics, furniture, food, household items, books, multimedia, public transport, air tickets, taxi services, tickets to events, telecommunication services, holiday booking, bank services and the others. Brands are permanently trying to develop new technologies in order to simplify and speed up the whole buying process and thus they gain confidence from the part of customers. Digital users are rather lazy and want to spend their free time effectively – that´s why they use various technologies to make their everyday shopping more comfortable. They are mainly interested in various advantages and benefits, e.g. lower prices, good bargains, discounts, special offers. They are well-informed of any news.

From users´ point of view mobile apps designed for online shopping can be divided into two main groups:
- applications by which we purchase products and services without any special need to go to a brick and mortar shop;
- applications which simplify decision-making and shopping in brick and mortar shops.

Development of mobile apps is rather costly and therefore only well-known brands and large businesses operating on a domestic or a foreign market can afford one. Users assessed that App Store and Google Play belong among the top favourite apps for the companies Amazon, eBay WallMart, AliExpress, Asos, Zara, H&M and the others. The Slovak market is mostly dominated by the applications Lidl, Tchibo, Alza and various discount websites. Bank applications are becoming an everyday practice. Moreover, banks secure their applications to prevent any possible breach or identity theft, which requires to employ IT specialists.

Creative workers have come up with various ideas how to help digital users decide upon a buying process directly in brick and mortar shops. There are different kinds of apps, e.g. price comparison apps, shopping lists to avoid using a paper one and to share it with other family members, discount search apps to match user´s wants and needs. Growing popularity is gained by those applications which serve as so-called fashion advisor apps helping to buy clothes at the shop. It is only enough to scan particular clothes on a statuette or by a QR Code which is a part of the label along with the price and the size. Afterwards, the app says

where particular goods are available at the shop, which sizes and colours are in stock. In case that a size suitable to a customer is not available at the shop, the app offers a possiblity to purchase a particular size on-line. Marketing workers and admen use it as a source of information about customers as the user types his/her name and size. Based upon statistics, they can know which products and sizes are mostly sought for and how often customers do their shopping.

3.2 Educating by a mobile application

Another modern trend is education by mobile apps downloaded to mobile devices the users always have on them. The market provides various educative apps designed for different age groups from 3 years-olds through pupils/students at primary and secondary schools up to adults. As in the field of shopping apps which offer various categories of products and services, also these apps provide different kinds of online education, e.g. mathematics, grammar, foreign languages, chemistry, physics, geography, biology, programming, technical education or any other abilities or skills. Children can use an interesting educative form of learning by playing, reviewing their skills or abilities. It is very important to attract a particular user in the first minutes of downloading an application, but it is even more important to keep their attention and interest in education for a long term. Education applications should be graphically attractive, contain a lot of necessary information and data, easily understandable, regularly updated by new data and educate users in an interesting way. Schools are currently trying to introduce tablets with interactive educative applications into their curriculum. The apps are designed to attract pupils´ attention and make them interested in new knowledge and information.

Various education apps can be downloaded for free or at least a demo version is available for free – a user may decide if a particular form of education suits him/her and afterwards, he/she can download a paid version of the application. World-wide famous online schools have started using this form of education through applications or through fees either in classic classes provided offline or online.

As an example of an education mobile app on the Slovak market we can state JustInSign app which specialises in teaching an international sign language. Its purpose it to provide the users with the classes of a sign language in a simple and funny way anytime at their disposal. The application JustInSign is available only for the operating system iOS, i.e. downloaded only from the App Store. We can name it a video-class in the mobile phone, which is the most suitable choice for a user when learning how to use a sign language. It can be referred to as a helpful application which is trying to help out families and friends who live with a deaf person or a person with hearing impairment. The project is unique worldwide. Unability to communicate with another deaf person from abroad in a sign language is the biggest obstacle for the people with this disability. JustInSign thus helps to overcome any barriers in relation to a global sign language.
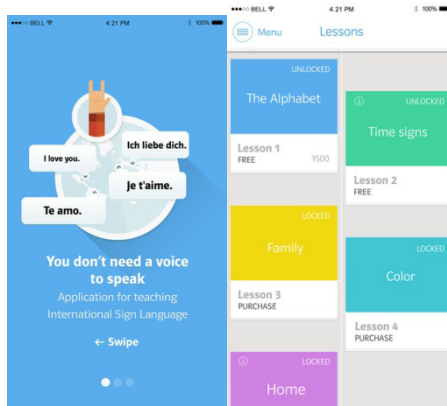
Picture 1: Insight of the application JustInSign
Source: Direct screenshot from the app

The app offers 130 classes by means of which it is possible to learn more than 3,000 signs. The classes start with the basis, such as alphabet, numbers, seasons of the year, family members, etc. Afterwards, more difficult classes are included, e.g. in the restaurant, at the office, culture, health system, leisure time, geography, food and many others. At the end of each class, one can test their knowledge of a sign language in a special quiz. The app is highly beneficial for the families, friends or teachers of children who suffer from any hearing impairment as thanks to the app they can learn to use a sign language at minimum price in comparison to professional teachers who offer their services at 25€ an hour on the average.

Education mobile applications have to face serious problems comparing to those applications which serve fun or entertainment. They have to attract users´ attention by interesting content and an attractive educative form. Therefore, developers have had to come up with a sophisticated marketing campaign in order for the app to bo popular and used worldwide. They have mostly communicated in the online environment, through Facebook, they have shot videos to share on YouTube, they have launched a presentation website to publish blogs on the topic of hearing impairment. Their main aim is to cooperate with celebrities or famous people who would endorse the whole project. One of the activities was to design T-shirts with the graphic picture of the app and the text in the front and back of the T-shirt. The T-shirts have been handed over to showbusiness figures, e.g. actress Zuzana Fialová who presented the app in the official introduction to the media or Jaroslav Slávik who endorsed the app by wearing a T-shirt in the show „Czecho-Slovakia´s got talent".

Based upon the communication with the company Wezeo we understood that the app is the most often downloaded in the USA, in Slovakia and in Canada. More than 3,600 people have downloaded it so far of which 75% use it in their

mobiles (iPhone) and 25% in their tablets (iPad). We suppose that downloading to tablets will have a growing tendency as it provides more comfortable studying in comparison to mobile devices. The app JustInSign has been awarded various prizes in both Slovak and international competitions[10]:

• Presentation web page www.justinsignapp.com have won Honorable Mention Award from Awwwards.
• In the competition MobileRulezz 2015 the app won the first place in the category of „New brand mobile apps".
• It won Silver Award from W3Awards in the category of education mobile app.

Conclusion

Slovakia as well as foreign countries are currently recording growing popularity of mobile devices along with an increase in the number of their users. People have got used to downloading mobile apps in order to simplify various day-to-day activities, to communicate with the world or only to have fun. Companies providing products and services can profit from this opportunity to reach a customer in real time – anytime and anywhere. Thanks to the possibilites the online environment offers, we are able to track consumers´ behaviour via mobile applications and thus obtain important information for further development and update of the app. It is not always easy to provide digital users with an added value as not every type of a service is so important to be available via a mobile application. Despite that we think that if a brand is able to find an added value and bring it to customers via an interesting mobile application, it can gain a great competitive advantage in the market. Trends in this field are changing at high pace as the IT field is permanently developing and evoluting thanks to up-dated technologies. Applications facilitating a buying or educative process are gaining popularity worldwide as they can bring various advantages to customers. It is up to a digital consumer or a user to select an appropriate method in the form of an application meeting all his/her criteria when it comes to byuing a favourite brand, ordinary household items, providing regular services or education for our own personal or career development. In today´s digital world people can choose from various possiblities to help them make work, education, communication, shopping, travelling or other leisure activities more effective.

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10   *JustInSign*. [online]. [2015-10-12]. Available at: <http://www.justinsignapp.com/sk>.

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AIDC IN THE DIGITAL WORLD OR HOW TO IDENTIFY DATA VIA GTIN CODES IN RETAILS AND SMALL ENTERPRISES

Adam Madleňák – Jana Radošinská

Abstract

The scientific paper deals with disproportions in the field of automatized identification and data collection in digital and 'traditional' retail stores. The text particularly aims to point out various problems related to use of EAN codes as unique identifiers of products that are offered to customers by traditional forms of sale, also focusing on distinctions associated with EAN codes and their use in the virtual environment. The authors pay attention to possible changes in encoded information content included within EAN code which correspond with positive foreign experience – it is recommended to include information on a product's expiration date. Increasing the effectiveness of distribution chain and consumer and health protection are assumed to be the main advantages of the new forms of practical implementation of EAN codes. The text therefore offers key information on the current trends in using EAN codes that are applied in order to explore new possibilities related to SMEs and their business strategies.

Key words:

AIDC. EAN code. Groceries. GTIN code. Small enterprise. The Internet. Virtual environment.

Introduction

Numerous differences between the digital world and our everyday (physical) reality refer to many important aspects and things to consider – one of the most significant distinctions between the digital and the physical is associated with the ways information is handled and archived. However, historical facts and cultural developments lead us to assumption that the processes of spreading, acquiring and storing information have been parts of social and cultural reality of everyday life practically during the whole history of humankind. Therefore, the need to acquire information and reflect on the current affairs is a timeless cultural phenomenon and also one of the most essential aspects of human communication in all its forms.[1] Besides the frequently mentioned premise that the virtual environment offers simpler and most importantly faster communication between business subjects or opens a lot of new possibilities of acquiring job opportunities,[2] the very existence of digital, i.e. virtual communication forms is changing the established „philosophy" and attitude towards using data and information. Moreover, the given assumption projects itself to secondary "manifestations" of the digital world – such manifestations include e.g. character traits of the natural persons who become parts of this world thanks to being consumers or users,

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1 VIŠŇOVSKÝ, J.: Print Journalism in the Era of Electronic Media. In *Mediterranean Journal of Social Sciences*, 2015, Vol. 6, No. 6, p. 48.

2 DOLOBÁČ, M.: Non-discrimination on Grounds of Disability in EU law. In BOSAK, M. (ed.): *Prawo a niepelnosprawność: Wybrane aspekty*. Warszawa : Wydawnictwo C. H. Beck, 2015, p. 284.

as well as technologies and mechanisms of automatic identification and data (information) collection.[3] The outlined differentiation between physical and digital world is primarily associated with the amount of attention the digital world pays to the processes of objectification and identification of the stated matters. Identification and information value in the digital world are more serious than similar aspects of the real world's information dissemination – particularly if we consider procedures applied within the process of acquiring this information and subsequent recycling of the given accounts (their further reproduction). More importantly, the digital world is working with the principle of unique identification and data verification – already-published information content is thus hard to change later. In fact, the structure and primary character of the submitted information do not change their originally published form, not even in case the original medium is removed – they are shared via other subjects and their activities which refer to the original (primary) data. The mutual interconnections between „things" existing in the virtual environment (i.e. in the digital world) established through so called IoT (Internet of Things) and AIDC (Automatic Identification and Data Capture) allow us to uniquely identify any matters or facts that bear a certain information value – basically it is not possible to change their qualitative or quantitative features after the identification has been performed. However, the outlined principle of using AIDC differs in accordance with needs and preferences related to various segments of social life, the digital world being no exception. On the one hand, AIDC offers access to new possibilities of acquiring data about products, services, consumers, efficient production methods or distribution lines; on the other hand such methods of data collection may create several disproportions in terms of accessing an activity which exists in both the physical (real) and the virtual (digital) world. It is necessary to place emphasis on the fact that retail sector and its use of EAN code as a means of product identification we discuss hereinafter is just one of many examples of practical implementations of this technology.

1 AIDC in small retails

GTIN code (also known as EAN barcode) is the basic tool for identifying goods and services in the sector of small retail enterprises. EAN barcode may be defined as a part of the automatic data identification or, more precisely, *data registration without using keyboards* (AIDC, also commonly referred to as „Automatic Identification", „Auto-ID" or „Automatic Data Capture").[4] Each EAN code consists of dark lines and light spaces between them which are decoded by using barcode scanners built from a fixed red light and a photo sensor. The dark parallel lines absorb the light and the light spaces reflect it. The scanner identifies specific reflection differences and transforms them into electrical

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3   ŠIMO, D., MURA, L.: *Manažment organizácií*. Bratislava : Wolters Kluwer, 2015, p. 235.
4   OVSENÁK, V.: The Basic Measurement Methods of Marketing Efficiency. In *CER Comparative European Research 2015*. London : Sciemcee Publishing, 2015, p. 23.

signals which correspond with the width of bars and spaces. These symbols are then converted into numbers or letters included in the barcode in question. It means that all numbers or letters are recorded within the barcode via strictly predefined parameters. The data encoded in the barcode may include anything: identification number of a manufacturer or producer, registration number of a product, its stock categorisation, serial number, shipment details as well as, for example, name of a person who is authorised to access a restricted zone, room or area.

There are various kinds of barcodes – each one of them has its own characteristics and uses a specific method of processing identical information content. Some types of barcodes may encode only numbers; others involve letters or specific symbols such as the euro sign, the dollar sign or any different signs, e.g. <, >, /, = and so on. The above-mentioned code may be used by any member state of the international organisation GS1 (formerly known as IANA EAN – International Article Numbering Association EAN). Any EAN barcode is able to encode numbers 0 to 9 – every number is represented by two bars and two spaces. Barcodes consist of eight (EAN-8) or thirteen (EAN-13) numbers. The first two or three numbers usually identify a product's country of origin (the Slovak Republic is registered under the number 858), the next numbers (mostly 4, 5 and 6) specify a product's manufacturer and all other following numbers – except the last one – define a particular product or service. The last number serves as a control data and its aim is to verify correctness and accuracy of the decoding process.[5] The identification numbers (prefixes) are assigned to specific states by the GS1 headquarters located in Brussel; however, all unique numbers entitled to identify manufacturers and producers in the Slovak Republic are issued by GS1 Slovakia. All barcodes have to include so called 'control zones' situated before the first and after the last bar – its colour is matching with the colour of spaces between the bars and its size is precisely defined as well. Besides these elements, most types of barcodes start and also end with so called marginal signs. Complying with both these necessary requirements helps barcode scanners read the codes and differentiate them from other parts of products' covers or packages. In the Slovak Republic using EAN codes to identify products and services is optional and thus not obligatory – neither for producers nor it is required in case of other actors involved in distribution chains. However, using EAN codes to identify medicaments and medical devices is an exception – it is subject to Act No. 545/2006 Coll. on Drugs and Medical Devices.[6] EAN code is, in this case, encoded into standard linear barcode.

The use of barcodes has been a traditional part of retail sale for several decades. Its numerous advantages are hard to deny – as a general rule, goods without

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5   MAJERČÁK, P. et al.: Aplikácia rádiofrekvenčnej identifikácie RFID v sledovaní pohybu tovarov v obchode. In *Exclusive Journal: Economy & Society & Environment*, 2013, Vol. 1, No. 2, p. 29-30.

6   OLŠOVSKÁ, A. et al.: *Agentúrne zamestnávanie*. Bratislava : Wolters Kluwer, 2015, p. 15.

barcodes most likely cannot be even sold. Over time the barcodes has started to gain their significance not only in terms of automatized sale but also in context of automatized receipt and nowadays the standardised EAN barcodes function as an automatic part of the whole distribution and supply chain. Their wide usefulness manifests itself also in the processes of managing stock inventory or planning and organising various concepts and strategies employed by specific retail stores. Despite these arguments it is necessary to point out that various related deficiencies has emerged as a result of mutual discrepancies associated with different mechanisms applied in the digital business environment and 'traditional' sale (retails stores). As we suggest below, several practical questions remain unanswered.

2 Possibilities of Improving AIDC by the Use of EAN Code

Discussing the existing disproportions related to the use of EAN codes to identify retail products, we may, first of all, mention inconsistent barcode labelling of the same products that are simultaneously available in the physical as well as in the digital world. Secondly, it is necessary to point out that recycling EAN codes – which is a standardly used procedure in case of „classical" retail stores – is utterly inadmissible in the digital environment. To make the problem clearer we submit a practical example that confirms the outlined difference. Retail enterprises which sell a wide range of products in the virtual space, e.g. Amazon or Google, use the EAN code to label and identify products they offer – each EAN code is uniquely assigned to a particular product or service. In such a case it is possible to clearly determine a product's origin including additional information necessary to its precise identification. The same principle is applicable in case of labelling products of the same kind – every single product has its own EAN code. However, the discussed principle is not implemented in the physical world of retail stores and the presumed „uniqueness" of EAN code is often determined only by clear identification of a specific kind of a product; alternatively, it may also refer to a particular date or time period that defines when a product was manufactured. For instance, wine manufacturers use a unique EAN code to label a specific wine (i.e. grape) variety but they apply the same EAN code each year. Such barcode allows us to identify the wine's producer but the term/date of its production and other features cannot be verified. Since particular vintages considerably differ in accordance with plenty of reasons and circumstances, e.g. vintage quality is influenced by weather and many other factors, in this case such an attitude to product identification seems to be – mostly if we consider needs of consumers and product information they expect – inefficient. Considering the basic principles of the Internet of Things (IoT), this kind of product labelling is unacceptable – moreover, such procedures significantly reduce the range of possibilities related to future re-evaluation of the products via online marketing communication tools (internet sale). As a result, AIDC seems to be useless in terms of using „recycled" EAN codes.

In accordance with extensive experience of many international retail companies we are able to mention another problem which is associated with sale in the online environment. Many products that are regularly placed online and offered by internet stores are not labelled by EAN code but rather categorised via internal identifiers developed and used by specific manufacturers, sellers or website administrators. Such identifiers usually include names of products and their particular categorisations within a certain system of internet (website) sub-links. Using these kinds of digital labels in terms of AIDC seems to be quite problematic since they do not include all necessary information that need to be submitted to automatic identification and data collection, i.e. they cannot be indexed within the digital world. In such cases systematic collection of data on available products that are distributed via the online environment (and its subsequent processing) is thus very complicated, maybe even impossible to perform. Range, extent and quality of published product information available on a seller's website may not comply with universally established standards related to use of EAN code in the physical world.

Picture 1: Product labelling in an internet retail store without using EAN code
Source: *Dru Trubičky s orieškovou náplňou v čokoláde jemné 90 g.* [online]. [2015-09-25]. Available at: <http://potravinydomov.itesco.sk/sk-SK/ProductDetail/ProductDetail/2002120623221>.

Picture 2: Product labelling in an internet retail store with using EAN code

Source: *Trubičky s orieškovou náplňou v čokoláde, 90 g.* [online]. [2015-09-25]. Available at: <http://www.nasepotraviny.info/8586000445093/>.

The analysed issue of identifying products without using EAN code as an eligible bearer of information in the digital world is closely related not only to the amount of presented data but also to this data's credibility and exactness. Since there is no formalised approach to product identification and attention of the internet retailers is paid mostly to subjective criteria of evaluating product features, provision of incorrect, distorted or incomplete information on products, services and goods may negatively influence the processes of building business relationships, preserving a company's good reputation or maintaining and increasing customers' loyalty. This problem is particularly serious in case of groceries and food supplements – absence of expiration dates as well as an incomplete or incorrect list of a product's ingredients may lead to health issues, severe allergic reactions, not to forget customers' frustration and dissatisfaction.[7] Many situations of this kind turn our attention to contradictions between real sale practices and the European Union's Regulation No. 1169/2011 on the Provision of Food Information to Consumers which is fully adopted and respected by the Slovak Government. In relation with the given issues and their possible solutions in the Slovak Republic a draft of amendment of information content included in EAN code is being elaborated to make sure that producers, retailers and distributors will be able to encode information on products' expiration dates into EAN codes. If we discuss the expiration dates specifically, information collection

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7   ŠVEC, M., OLŠOVSKÁ, A.: The Labour Jurisdiction in the Slovak Republic – The First Steps after Decades. In *EuZA Europäische Zeitschrift für Arbeitsrecht*, 2015, Vol. 8, No. 1, p. 112.

and automatized data processing are important not only in terms of activities of control institutions (scanning a product via cash register scanning devices would be able to identify already-expired products, e.g. by a specific beeping sound) but retailers would also have a chance to optimally manage products in terms of their 'movement' within various processes of distribution and supply chain. Factors such as demand and supply related to a particular product or product line would be kept track of online in order to plan its most effective use without any need for real identification in the place of consumption. For example, it would be much easier to automatically offer charity organisations or food aid programmes plenty of soon-to-be-expired products and quickly distribute such groceries to food benefit issuances or food banks. Effectiveness of a product's use would, naturally, positively influence effectiveness of distribution and supply chain as such.

The current Slovak initiative to include expiration date within EAN code is also secondarily related to universal social interests and the European Union's long-term strategies that aim to reduce the contemporary level of food waste. The European Commission claims that "around 100 million tonnes of food are wasted annually in the EU. If nothing is done, food waste could rise to over 120 million tonnes by 2020. Wasting food is not only an ethical and economic issue but it also depletes the environment of limited natural resources."[8] In accordance with the currently applicable legislation, the European Parliament states in one of its reports that it supports the initiative related to further use of unsold products and goods discarded from food distribution and supply chain on local levels – these products may (and should) be redistributed in favour of socially excluded people and citizen groups that possess low purchasing power.[9] Following the above-mentioned European initiative a legislative novel of Act No. 595/2003 Coll. on Income Tax was pushed in order to motivate retailers to donate more food which is near its expiration date – Amendment No. 333/2014 Coll. allows retailers to provide Slovak Food Bank with food that is nearing its shelf date (complimentary redistribution of groceries close to their expiry). According to the Amendment in question, initial cost of these food reserves paid by the taxpayer (retailer) which has submitted such soon-to-be-expired groceries to the Slovak Food Bank is considered as tax-deductible.

The administration process associated with including products' expiration dates within EAN codes which is currently being prepared in the Slovak Republic builds on foreign experience. Some European Union countries use this updated version of EAN code routinely – besides information on a product's expiration date and shelf life it also involves dates of production and packaging. This new barcode is called DataBar and may be even smaller in comparison with the

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8   *Food Waste.* [online]. [2015-09-16]. Available at: <http://ec.europa.eu/food/safety/ food_waste/index_en.htm>.

9   BULLA, M.: *Medzinárodné právo súkromné Európskej únie optikou pracovného práva.* Bratislava : Friedrich Ebert Stiftung, 2015, p. 55.

nominal size of EAN code. Manufacturers, retailers and distributors tend to use it mostly in Austria, South Korea and the Great Britain. However, it is also very popular in the United States of America – in terms of identifying shelf life of fruit and vegetables.[10] In the Slovak Republic there is only one retailer which uses functional small retail store software able to work with the latest forms of barcodes – COOP Jednota Turčianske Teplice, a member of COOP Jednota consumer cooperative. COOP Jednota uses this software to test the market; today approximately 15 products are labelled in accordance with the emerging trends.

Conclusion

The digital world (and its impact on the field of retail sale) definitely represents a challenge for all interested market subjects. However, we may conclude that the existing mechanisms and principles employed in the sphere of 'traditional' retail sale, which is a classical tool used by the given business sector, do not comply with demands determined by the virtual environment and its essential nature. Finding necessary solutions to the virtual communication space's undeniable business advantages, e.g. by including information on expiration date and shelf life in EAN code that is understood as a means of more effective distribution and supply chain, is definitely a long-term process. However, the more intense this process will be, the faster the retail sector will acquire many new possibilities of improving management of internal business activities as well as external relationships with partners and customers.

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CONSUMER FEEDBACK – HOW RELEVANT IS IT FOR QUALITY IMPROVEMENT?

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Abstract
The aim of this study is to present an example of how electronic consumer feedback may be used to identify customer requirements and to improve quality. Developments in the theory of quality resulted in several approaches to identifying and analyzing customer requirements. Reviewing these approaches, we identified underdeveloped potential of electronic consumer feedback. To show that electronic consumer feedback is a valuable source of information suitable for identifying and analyzing customer requirements, we analyzed customer evaluations of an electronic commerce company in the Slovak republic. For this purpose we developed a relatively universal method which is not limited to the field of commerce. Our results show that even though the concept of feedback carries with it certain negative aspects, consumer feedback is a suitable tool for identifying requirements which may be further analyzed by prioritization and examination of their relations.

Key words:
Consumer feedback. Requirements. Quality improvement. Voice of the customer.

1 Introduction

Theory of quality management started to develop at the beginning of 20th century. Since then, all of the various concepts have led researchers to the following conclusion: customer requirements are the basic ingredient for improving quality.[1,2] The ISO 9000 international standard, which was created in cooperation with organizations that reach exceptional results on an international scale, defines requirements as „needs or expectations".[3] Quality is simply defined as „the extent to which requirements are met".[4] If an organization doesn't know the requirements of its customers, any attempted improving of quality is highly variable – some measures will have the expected effect, others will not. Conceptual approaches to quality, such as quality management standards (the ISO 9000 series, ANSI), or TQM approaches, put a lot of emphasis on customer requirements

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4   HRNČIAR, M.: *Kvalita služieb – trvalá výzva.* Žilina : EDIS, Vydavateľstvo Žilinskej univerzity v Žiline, 2014, p. 15.

and often see them as the most important input data for quality improvement.[5] Therefore, customer requirements (their identification and detailed analysis) are among the most important pieces of information that an organization should systematically use.[6] There are, generally speaking, two categories of approaches to identifying and analyzing requirements: (1) development of quality attributes and (2) voice of the customer. Developing quality attributes means that a group of experts from various fields identifies customer requirements for a particular product or service.[7] „Voice of the customer" is based on direct interaction between the customer and the organization, and its purpose is to identify customer needs and expectations. Several relatively established methods are used in this way: focus groups, Critical Incident Technique, interviews, surveys.[8] And the rapid developments in information technology nowadays offer new possibilities for identifying customer requirements, mostly in the form of CRM systems.[9] Academic sources usually pay attention to electronic consumer feedback in studies that focus on measuring satisfaction.[10] However, the use of consumer feedback as a tool for identifying customer requirements is very rare, even though the concept of feedback has several attributes that are essential with regard to requirements:

- Feedback often shows the most important requirements (requirements which highly increase or decrease satisfaction),
- The level of satisfaction with quality attributes (requirements) is often expressed using a scale, which may lead to a better understanding of relations among the requirements,
- Feedback is often anonymous, but it is also verified and very specific (a particular customer evaluates a particular service of a particular organization).

Nowadays, customers tend to prefer comparison shopping websites to find the best offer because comparison engines show all the relevant information regarding price, product features and overall rating of an e-shop in one place. However, statistics show that price is not the only parameter customers use to decide, and for this reason many e-shops offer a wide range of evaluation attributes for their products and services. Marketing and quality practitioners

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7   NENADÁL, J.: *Měření v systémech managementu jakosti*. Praha : Management Press, 2004, p. 70.

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10   HRNČIAR, M.: *Merania kvality v organizáciách sektoru služieb*. [Habilitation Thesis]. Žilina : Žilinská univerzita v Žiline, 2008, p. 21.

„have recognized a need to measure customer generated media in addition to the traditional marketing metrics".[11] Related literature on engagement often includes „customer to customer behaviour such as word of mouth (WOM) and advocacy".[12] WOM is a concept, which „carries the wisdom of the crowd and thus becomes an economic way for firms to assess customer satisfaction and operations by extensively listening to consumers".[13] According to Chiu „e-store customers often write blogs and Facebook reviews, and repurchase after their initial purchase. Therefore, it is considered that the main components of this process are need recognition, information search, evaluation, purchase, and post-purchase behaviour".[14]

The aim of this study is to assess, by means of a practical example, whether electronic consumer feedback may be used to identify requirements, and thus contribute to improving quality. The study also investigates analytical options for requirement processing. It shows how these options lead to a better understanding of requirements and how they enable requirement prioritization and subsequent implementation as methods for improving products or services.

2 Methodology

As the first step, we investigated several electronic sources, mainly price comparison websites, which collect and show feedback – evaluation by customers – on products and services of organizations. It is necessary to state that these evaluations usually consisted of two types of requirements: (1) Requirements to be met by the organization/retailer, and (2) Requirements to be met by a particular product. Since price comparison databases usually consist of literally tens of thousands of products, we decided to focus on the requirements to be met by a particular e-shop. Another reason for this decision was the fact that e-shop evaluations on the price comparison website we chose were done only by registered customers and were easy to find. Figure 1 shows the study's research design.

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13 ZHOU, W., DUAN, W.: An empirical study of how third-party websites influence the feedback mechanism between online Word-of-Mouth and retail sales. In *Decision Support Systems*, 2015, Vol. 76, No. 1, p. 14.

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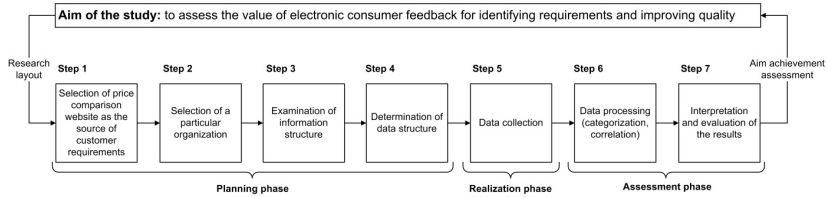
Chart 1: Research design
Source: Own processing

Our method can be divided into three phases which together consist of seven detailed steps. It may be seen as a universal tool for identifying customer requirements using feedback, no matter what source of information is being used, or what type of organization is being analyzed. The characteristic features of this method, which we implemented, are as follows:

- Step 1: Selection of a price comparison website as the source of customer requirements – we conducted our research in the Slovak republic, where there are several price comparison websites that also contain customer evaluations of companies. The heureka.sk website became the optimal choice for our study, since it contains vast amounts of consumer feedback,

- Step 2: Selection of a particular organization – to obtain reliable results, it was necessary to select an organization with enough evaluations on the price comparison website. Therefore, we chose the MALL e-shop which is one of the biggest electronic retail organizations on the Slovak market,

- Step 3: Examination of the information structure – customer evaluation of the e-shop consisted of the following items: overall satisfaction, willingness to recommend the e-shop, satisfaction with the delivery time, satisfaction with the design of the e-shop, satisfaction with the communication, and a statement of positive and/or negative aspects of the e-shop. Identification of the requirements in the first five items is unambiguous. On the other hand, the text stating positive and/or negative aspects of the e-shop needed to be closely examined to identify a concrete requirement which then either became its own category or was put into an existing category.

Table 1: The devised form and example of data entry

#	Day	Month	Overall satisfaction	Recommendation	Delivery time	E-shop design	Communication	Positive aspects			Negative aspects		
								Goods	Price	...	Delivery	Unprofessio-nal courier	...
1	25	9	30	0	100	100					1	1	
2	25	9	100	1	100	80	80	1					1
3	25	9	80	1	80		100		1	1			
4	25	9	70	1	90	70	70			1	1		

Source: Own processing

- Step 4: Determination of the data structure – the data was entered into a spreadsheet form we devised, and was then exported into the SPSS Statistics software for further analysis,
- Step 5: Data collection – the price comparison website offers data that goes back for several years. This study collected data for the period 24 August – 24 September. A total of 1153 evaluations of the e-shop from this period were processed,
- Step 6 and Step 7: Data processing and Interpretation and evaluation of the results are presented in the following chapters.

This method implements some earlier approaches which experts found to be useful for identifying and analyzing customer requirements. Customer evaluation of positive and negative aspects of an organization, for instance, may be assessed using methods like focus groups[15], semi-structured interviews, interviews[16], and others.

3 Results

As mentioned above, 1153 customer reviews were processed. Reliability test showed that the data sample core which consisted of scale variables (overall satisfaction, satisfaction with delivery time, satisfaction with the design of the e-shop, and satisfaction with communication) is reliable. This was proved by the most often used reliability tests – Cronbach's alpha reached 0.743, Spearman-

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16 BERNTSSON-SVENSSON, R. et al.: Quality requirements in industrial practice-an extended interview study at eleven companies. In *IEEE Transactions on Software Engineering*, 2012, Vol. 38, No. 4, p. 923.

Brown coefficient in a split-half test reached 0.788 for both values, and Guttman's lambda 4 reached 0.745. Since statistical studies consider input data with coefficient values higher than 0.7 as reliable[17], our data is reliable.
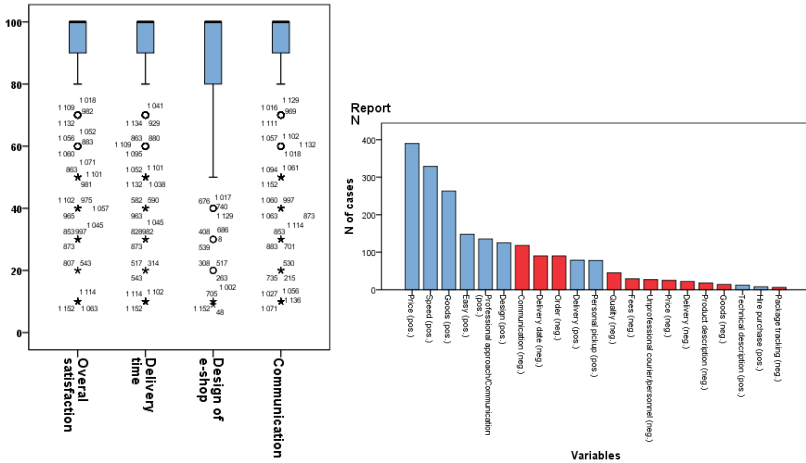
Chart 2: Basic characteristics of the data set variables
Source: Own processing

Chart 1 shows the basic characteristics of the variables. The left side offers a complex overview of the basic indicators of location (mean, quartile) and indicators of variability (standard deviation) of the scale variables. The average overall satisfaction is 86.99%, average satisfaction with delivery time is 87.92%, average satisfaction with design of the e-shop is 88.40%, and the average satisfaction with communication is 88.71%. These results are relatively consistent, since all variables showed a low level of variability: standard deviation of every variable reached 20%. The right side of Chart 2 shows the number of requirements which customers considered as positive (blue color) and negative (red color) aspects of the e-shop. Even though we identified 21 variables, a closer look revealed several duplicities – the same requirements were present among both positive and negative aspects. After removing the duplicate items, we identified 15 unique requirements (see the left side of Chart 3).

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17   SÁ, J. P. M.: *Applied Statistics Using SPSS, STATISTICA, MATLAB and R*. Berlin : Springer Berlin Heidelberg, 2007, p. 44.
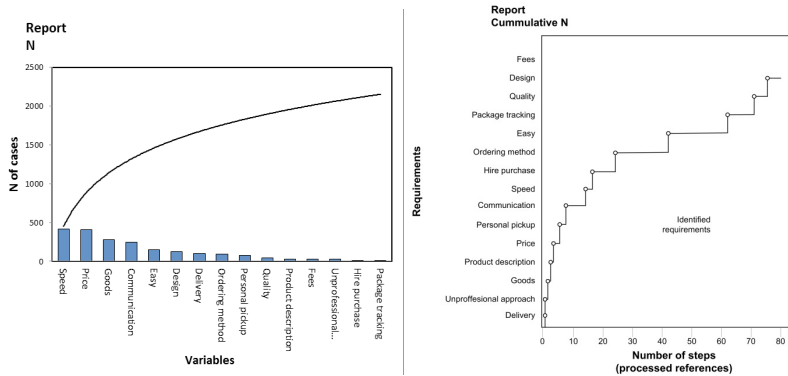
Chart 3: Set of unique requirements after removing duplicities
Source: Own processing

The Pareto chart shows that the five most frequent requirements (one third of all identified requirements) is present in almost 75 % of all customer evaluations. Therefore, these five requirements may be considered as very important. At the same time, it tells us that it is not necessary to examine a great number of customer evaluations to identify all the requirements. As can be seen on the right side of Chart 3, the number of identified requirements shows a degressive growth relative to the number of processed evaluations. This leads us to the conclusion that this type of requirement collection is also suitable for smaller organizations which do not offer large numbers of customer evaluations. As shown in Chart 3, the most important requirements are Delivery time, Price, Offered goods, Communication and Ease of purchase. The price comparison website we chose for this research offered data not only on overall satisfaction, but also on the level of satisfaction with delivery time, the design of the e-shop, and quality of communication. According to our results, collecting evaluations of delivery time and communication seems justified, but the design of the shop is not as important for the customer as price, offered goods, and ease of purchase. If these attributes were assessed individually (on a 0-100% scale), the value of the information offered by a price comparison website would be higher.

3.1 What has the biggest effect on satisfaction?

To better understand the relations between the requirements, we carried out a bivariate correlation analysis. Because the data used different metrics (the first four variables used a 0-100% scale, the other ones were either 0 or 1), the biggest correlations could be identified between scale variables (See Chart 4).

	Overal satisfaction	Delivery time	Design of e-shop	Communication	Speed	Price	Goods	Communication	Easy	Design	Delivery	Ordering method	Personal pickup	Quality	Product description	Fees	Unproffesional approach	Hire purchase	Package tracking
Package tracking	-,338	-,110	-,198	-,242	-,060	-,005	-,075	-,031	-,087	,003	-,036	,037	-,051	-,056	-,031	,175	-,015	,025	
Hire purchase	,001	,000	-,018	-,018	,027	-,026	-,015	-,030	-,052	-,057	,045	-,013	-,029	,051	-,025	-,026	-,012		
Unproffesional approach	-,094	-,083	-,094	-,019	-,012	-,012	-,003	,020	,021	,079	-,019	-,006	,008	,052	-,011	,024			
Fees	-,382	-,235	-,226	-,322	-,079	-,007	-,055	-,033	-,018	,107	-,027	-,024	-,034	-,049	,019				
Product description	-,225	-,164	-,133	-,267	-,033	,011	-,055	,033	-,069	,072	-,019	-,013	-,025	-,036					
Quality	,128	,104	,111	,117	,086	-,004	,026	-,059	-,025	,014	-,027	,004	-,009						
Personal pickup	,106	,069	,081	,082	-,099	-,030	-,150	,000	-,111	-,101	-,041	,030							
Ordering method	-,003	-,026	-,048	-,033	,027	-,014	-,019	,011	-,041	,007	-,023								
Delivery	,067	,034	,061	,065	-,005	-,001	,030	-,047	-,045	-,041									
Design	-,213	-,179	-,155	-,222	-,056	,020	-,069	-,066	-,006										
Easy	-,018	-,047	,011	-,006	-,079	-,033	-,015	-,061											
Communication	,006	-,042	,013	,002	-,044	-,031	,038												
Goods	,117	,092	,066	,069	,089	,015													
Price	-,008	,003	-,063	-,009	,075														
Speed	,109	,053	,047	,087															
Communication	,825	,662	,545																
Design of e-shop	,674	,522																	
Delivery time	,725																		
Overal satisfaction																			

Chart 4: Results of bivariate correlation analysis
Source: Own processing

The scale variables show extremely high correlation between overall satisfaction and satisfaction with communication (0.825), and between overall satisfaction and delivery time (0.725). There is an interesting negative correlation between overall satisfaction and fees (-0.382), and between overall satisfaction and package tracking (-0.338). This leads us to the assumption that if there are some fees as part of the purchase which the customer considers as inappropriate (for instance, if he/she has to pay a handling fee when picking up purchased goods personally), it significantly decreases customer satisfaction. The existence of negative correlations related to communication is also interesting. One may assume that the customers had to deal with inadequate, insufficient, or incompetent answers in personal, telephone or e-mail communication. Based on these results, one could recommend that the organization focus on improving communication and professional skills of its personnel. This could take the form of specialized courses focused on communication skills, or the form of product categories management, or implementation of customer support standards (using flowcharts, scenarios, forms, purpose-oriented metrics, etc.).

3.2 What is the correlation structure of the requirements?

According to expert literature, data sets consisting of large numbers of variables often become confusing.[18] Factor analysis is often used to eliminate this risk and we used it as well. Since there were 4 scale and 15 binomial variables, the purpose of the analysis was to reduce the volume of information contained in the variables. The data set underwent two tests of integrity which both showed that the data is suitable for factor analysis: the KMO index reached 0.771 (literature recommends 0.6 or more) and Bartlett's test of sphericity reached 0.000

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18 HRNČIAR, M.: *Kvalita služieb – trvalá výzva.* Žilina : EDIS, Vydavateľstvo Žilinskej univerzity v Žiline, 2014, p. 47.

(literature recommends no more than 0.05). Factor extraction algorithm based on the principal component method identified among the 19 variables a total of 8 factors which explain 59.5% of the data variability. Factor extraction results are shown in Figure 5. For reasons of clarity, values in the interval <-0.2; 0.2> are not included.

Component Matrix[a]

Extracted factor (component)	Proposed name of factor	Overall satisfaction	Communication	Delivery time	Design of e-shop	Ordering method	Easy	Goods	Price	Quality	Speed	Delivery	Design	Communication	Unprofessional approach	Hire purchase	Fees	Personal pickup	Package tracking	Product description
1	Overall satisfaction	,928	,886	,791	,719	-,439			-,388					-,296	-,328					
2	Offered value – price ratio						-,684	,556	,539											,297
3	Standard of offered services							,222		,475	-,395	-,310			-,323		,467	,277	-,357	
4	Speed					,283	,297			-,616		,298				,329		-,260	,358	,229
5	Delivery options						-,313			,244	-,577	,482	,459	-,213				,238		
6	Package tracking							,219	,342			,372			-,525	,405		-,287	,207	-,369
7	Extra services														-,244		,484	,473	,447	-,424
8	Transparency					,331			,284	-,253		-,247			-,287	-,386	-,385		,343	,289

Extraction Method: Principal Component Analysis.
a. 8 components extracted.

Chart 5: Factor analysis – component matrix
Source: Own processing

Based on the correlation structure between the variables and the identified factors, we named the extracted factors. The factors we identified can be used to measure customer satisfaction in the chosen organization – the names of the factors can be rephrased into individual questions without omitting any requirements of the customer. Several unified approaches to measuring customer satisfaction could be used – CSI, attribute-based methods, or the SERVQUAL methodology.

3.3 Is customer segmentation possible?

The analyzed data enables us to segment customers for purposes of targeted marketing or to increase sales-oriented indicators of an organization. Academic literature offers several segmentation criteria[19], but taking into account the structure of the analyzed data, we chose preference segmentation. This segmentation type does not divide customers into segments according to demographic characteristics, but according to expectations (requirements) for a product/service. For this purpose, we carried out a hierarchical cluster analysis which identified 5 types of customers. The number of segments was decided according to the dendrogram cut where the distance between clusters was the biggest (see the dashed line in Chart 6).

19   AUE, A., LEE, T. C. M.: On image segmentation using information theoretic criteria. In *Annals of Statistics,* 2011, Vol. 39, No. 6, p. 2912.
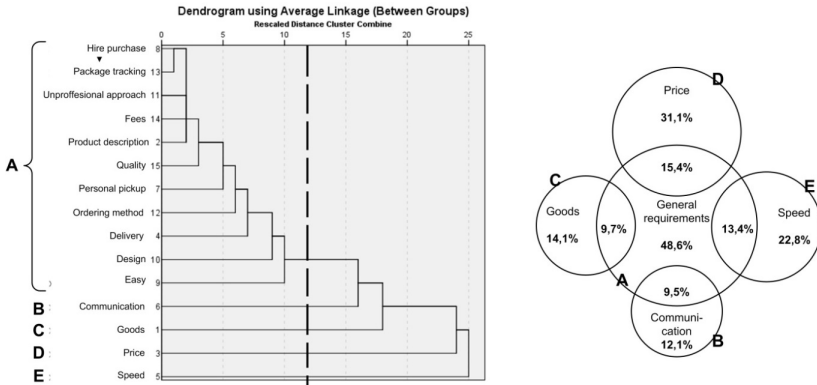
Chart 6: Segmentation of customers according to their requirements
Source: Own processing

Cluster analysis algorithm identified 5 customer segments based on their key requirements. Chart 6 shows the percentage of individual segments with 'General requirements' as the reference segment – it shows, for instance, that the segment of price-oriented customers is quite prominent (31.1% of all analyzed customers). More detailed segmentation analysis based on intersection of more than two of the five sets is possible using contingency tables.

4 Conclusion and discussion

The study discussed analytical possibilities offered by information obtained from consumer feedback. The results lead us to the conclusion that even though consumer feedback is not often used to identify customer requirements, it is a very valuable source of information. The value of the information depends to a large extent on its structure and amount, but we showed that it is not necessary to examine a large number of consumer references to identify the final number of customer requirements for a service (an e-shop). Identification and analysis of customer requirements is the first and most important step in quality improvement. Since customer satisfaction depends on meeting customer requirements, organizations should pay appropriate attention to analyzing those requirements. Current methods of acquiring and processing requirements have proved their worth, but consumer feedback has not been used for this purpose a lot. However, the results of our research show that this source of information can not only identify what customers expect from an organization, but it can also clarify other useful data, such as relations between requirements, their importance, their effect on overall satisfaction, or segmentation possibilities. This study focused on the most striking possibilities for feedback processing, but we think that the data could be further exploited using several additional techniques (Critical Incident Technique, Kano model, Design of experiments).

Requirements quantified in this way are a prerequisite for implementation of systematic tools for improvement. Tools like Kaizen, PDCA or Six Sigma. The main contribution of this study is the empirically based observation that besides the established techniques for identifying requirements, which are based on development of quality attributes and analysis of voice of the customer, there is still space for using new sources of information related to the market. And due to the ongoing process of digitalization of society, these sources of information are more and more available.

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CONDITIONS OF INTERNET SALE
AND CONSUMER´S PROTECTION

Renáta Miklenčičová

Abstract
In today´s technically-oriented age sellers are obliged to adapt to current trends and fashions, not only in the field of production, but also in trading and selling goods or services. It is necessary for businesses to create a certain added value for a customer. Modern customers are not merely satisfied with the goods being sold to them, but they appreciate special customer care or an added value. Customers´ satisfaction has become a key to keeping them loyal. If customers are satisfied with purchase, staff approach, problem solving or communication, it is more probable they will return to a shop later or recommend it to their friends. All is applicable to both brick and mortar shops and online shops. Nowadays there are a lot of online shops where a customer is able to choose the goods comfortably from home. Such an approach generates an added value for a customer with development of the Internet in general.

Key words:
Customer. Legislation. Online customer. Online shop. Purchasing behavior on the Internet. Purchasing process.

Introduction

Customers are a key part of every business or online shop. Companies´ profitability is based upon customers, their activities or purchase. E-customers´ satisfaction depends upon fulfillment of their wants and needs while positive fulfillment generates satisfaction and negative fulfillment generates dissatisfaction. Businesses should pay attention to whether customers are satisfied with their products, services or customer care or not. At present we find ourselves right in the middle of the digital revolution resulting in the Internet influencing the way we buy or live. New digital technologies have direct impact on our lives and change the way we think or behave. Customers doing their shopping in brick and mortar shops are rapidly changing into online customers who buy goods or even services online comfortably from their home. Men are lazy by their nature and this is the main advantage online shopping provides. Of course, there are other factors leading customers to online shopping, but those will be dealt with in other part of the paper.

1 Online shop

From the historical point of view, the first country to have pioneered online shopping are the United States. In 1992 the first eshop was created there – online book shop www.books.com. Later on in 1994, the company Pizza Hut launched

online orders through their web page. In 1995 www.amazon.com entered the market followed a year later by the auction portal ebay. In the past, eshops mostly specialised in selling music records, gifts, flowers or electronics. The year 2000 is considered as the milestone in online shopping. Nowadays, one does not face any problem buying any thing online.[1]

Both domestic and foreign resources state various definitions in relation to the discussed topic. Mr Janouch defines an online shop *as a place where Internet users can purchase goods or services by way of their computers, tablets or mobile phone.*[2] *Online shops generally enable a product offer and a product selection from online digital catalogues or organised product categories. After the selection, a customer proceeds to an order, executes a payment and afterwards, the product is being delivered to the customer (either electronically – intangible goods, by delivery service or by post, etc.).*[3] Mr Dorčák characterises online shops as *shops offering goods or services from particular catalogues or organised product categories. At the same time, they are able to receive an order from a customer, facilitate a payment as well as provide information on products. Receipt and dealing with customers´ complaints are other services eshops can provide.*[4]

1.1 Types of online shops

Even though online shopping is mainly used in B2B and B2C types, we also differentiate other types of use. The basic categorisation of online shops in terms of businesses is stated in the table below.

Table 1: Categorisation of online shops in terms of businesses

Abbreviation	Supplier and Customer	Characteristic
B2B	Business Business Business to Business	Business relations and mutual communication between two businesses.
B2C	Business Customer Business to Customer	Entails direct sale to end users.
B2A	Business Administration Business to Administration	Business relations and communication with public authorities.
B2G	Business Government Business to Government	Business relations and communication with governmental bodies and institutions.
C2C	Customer Customer Customer to Customer	Online business operations including various advertisement services, second-hand shops or auctions.

Source: Adapted by SUCHÁNEK, P.: *E-commerce*. Praha : Ekopress, 2012, p. 17-18.

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1 JANOUCH, V.: *Internet marketing.* Brno : Computer Press, 2014, p. 376.
2 Ibidem, p. 297.
3 DORČÁK, P.*.: E-marketing*. Prešov : Ezo, 2012, p. 66.
4 Ibidem, p. 89.

1.2 Legislation applicable to online shops

The provider of an online shop is obliged to observe the laws in relation to personal data protection. Administration of personal data is subject to consent of a person as Buyer. Statutory exceptions and waivers are stated by the law, e.g. name, surname, university degree or address. On condition that a customer states his/her e-mail address, the provider is obliged to be granted his/her consent hereto. Under the law, Seller is bound to complete the order of a customer within 30 days from receipt. In case of default, Buyer shall be informed hereupon in reasonable time and consequently is entitled to refund of the purchasing price within a fifteen days´ time. When shopping online, Buyer shall be delivered receipt of order to confirm a business relation between Seller and Buyer. The author Bystrická et al.[5] defines the laws governing rights and obligations of an online shop provider: pursuant to the Act №2/2004 Coll. on e-commerce as amended by the Act № 128/2002 Coll. on the state control of the domestic market in relation to consumer´s protection and the Act № 284/2002 Coll.; as amended by the Act № 108/2000 Coll. on consumer´s protection in direct sale and online shopping; as amended by the Act № 372/1990 Coll. on offence and the Act № 428/2002 Coll. on personal data protection. Online shopping belongs among the services provided remotely through the devices interconnected by an electronic communication network, i.e. „online". The main feature of these services is the fact that providing and use do not require any specific licence or permission. *„From the legal point of view, online shopping is expression of free will between two or more entities performed through various tools. In contrast to traditional contractual relations, it is defined by its form, i.e. execution by way of electronic devices"*[6] Buyer is entitled to withdraw from the Contract for no reason within a fourteen-days´ time from receipt of the goods or concluding the Contract on provision of services. As a result, Seller is obliged to take the goods back or withold provision of services and refund all the financial consideration and costs Buyer had incurred or will have incurred. Seller is bound to refund the purchasing price Buyer had paid for the goods or the service within a fifteen-days´ time from termination of the Contract.[7]

1.3 Purchasing behaviour and purchasing process on the Internet

Purchasing behaviour of customers is influenced by various factors, e.g. cultural, social, personal or psychological. When it comes to the Internet, it is important to take all these factors into consideration as each web page has to adapt to customers of different background or culture. Customers´ approach when shopping online differs considerably from that in the real life. The differences can be defined as follows: The structure of an online shop pre-defines the way the goods are sought for and therefore categorisation of products is of high

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5   BYSTRICKÁ, K.: *Online shop.* Bratislava : Iura Edition, 2013, p. 11-12.
6   Ibidem, p. 11.
7   Ibidem, p. 13.

importance. A customer is not able to take the goods in his/her hands, try it on or smell it. The only sense to apply is sight and therefore high-definition pictures are necessary. In online shopping customers are not used to do their shopping in the same online shop. Purchasing process is influenced by reference groups, family, friends, information available on the web, customer-friendliness of the web page, etc. A potential customer does not usually choose a particular online shop in a direct way and therefore it is necessary to target customers with personalised marketing taking into consideration which phase of the purchasing process they are currently in. The author Mr Sasko divides the purchasing process into four phases with regards to use of advertising tools:[8]

• **Phase 1 – Gaining brand awareness,**

In order for customers to select a particular online shop, they first need to get in touch with a specific brand. Different channels may be used to reach this aim, e.g. general Google display PPC advertising, banners, YouTube video advertising, PR articles or catalogues. The mentioned channels need to be assessed and evaluated in the first phase of the purchasing process,

• **Phase 2 – Getting familiar with a brand,**

„*In the second phase of the online purchasing process, the user is getting familiar with a brand, its values and communication.*"[9] In this stage it is important not to lose touch with the person who has already visited a particular web page and establish a further relationship. Businesses mainly use the following advertising channels: brand and product PPC campaigns, personalised Facebook PPC advertising, YouTube video advertising, remarketing PPC advertising and Facebook communication. The Internet offers a set of interesting possibilities one of which is *remarketing.* Advertising can target those visitors who have not yet purchased or have not yet registered but have left the web page. It is a core part of the Google AdWords System. Providers can either launch text campaigns (text adverts of a particular web page are screened directly to the people who visited the web page), banner or video advertising on YouTube. Another possibility how to attract audience are *socialising web pages* and *newsletters.* On their first visit, a lot of visitors do not proceed directly to shopping, but at least they become Facebook fans of the web page or sign up for newsletters. It is necessary to create new content which can be both useful, funny or helpful,

• **Phase 3 – Considering purchase,**

In the third phase of the purchasing process, a potential customer chooses among selected brands, considers various possibilities and searches on the Internet to find out all the pros and cons before he/she buys a product. The constumer uses price comparison websites even though the price is not the only indicator to be taken into consideration. Price differences are mostly so neglectable that brand awareness and brand experience play a more

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8   SASKO, J.: *Purchase – Gaining brand awareness (the first phase of the purchasing process).* [online]. [2015-09-28]. Available at: <http://www.podnikajte.sk/manazment-marketing/c/1087/category/marketing/article/ziskanie-povedomia-o-znacke.xhtml>.

9   Ibidem.

important role. Several factors influence consumer´s preference: price of the product, brand awareness, brand experience, recommendations of family and friends, design, brand identity or communication on socialising web pages. Prior to purchase, people tend to consider other shoppers´ recommendations on the Internet. Advertising channels used in the third phase are as follows: brand or product PPC campaigns, personalised Facebook PPC campaigns, YouTube video advert, remarketing PPC campaigns, newsletters, Facebook communication channels, PR articles or catalogues,

• **Phase 4 – Purchase,**

A client has already decided to buy a product and immediately after the offer, he/she proceeds to an action. The purchasing process can take from a few seconds to several months. It happens that a pontential customer had obtained all the necessary information on the product in person and visits a website only to do the shopping. Or a customer proceeds to shopping only after a few months when feeling the need to buy a product. It is common that a customer is not in the purchasing process but product advertising catches his/her attention and persuades him/her to buy a product. The fourth phase uses the following advertising online channels: product PPC campaigns, remarketing PPC campaigns, price comparison websites, newsletters.

1.4 Advantages and disadvantages of online shopping

Online shopping represents various advantages for both entitites involved in the purchasing process. We are going to have a closer look at advantages and disadvantages for both Seller and Buyer.

Advantages of online shopping from Seller´s point of view are as follows:
• Minimum initial investments,
• Low operational, stock and marketing costs,
• Offer of products not limited by time,
• More potential customers,
• Swift and easy update of the offer of products,
• Easier globalisation.

Advantages of online shopping from Buyer´s point of view are as follows:
• Comfortable shopping at any time,
• Lower prices of products,
• Wider choice of products,
• Easier availability of products,
• Possibility of price comparison,
• Delivery home,
• Possibility to return the goods for no reason within a fourteen-days´ time.

Disadvantages of online shopping from Seller´s point of view are as follows:
• Absence of personal contact with a customer,
• Violation of right to refund,

• The Internet connection not available to everyone,
• Preference for a brick and mortar shop.

Disadvantages of online shopping from Buyers´s point of view are as follows:
• A customer cannot try on the goods,
• A lack of information,
• Dealing with refund and complaints takes longer,
• Uncertified shops,
• Risk of online payment,
• Identity theft.

2 Results of the research in customers´ satisfaction with online shopping in a particular online shop

The expected outcome represents the results of empiric research we carried out from January to May 2015. The research was executed by way of an online questionnaire with a random selection of respondents. The main aim of the research was to analyse customers´ satisfaction with online shopping in a particular online shop. The total feedback represented 232 questionnaires. With regards to sex it can be stated that 56 % of women and 44 % of men took part herein. The respondents aged 18 to 25 represented the largest group with those aged 26 to 35 coming second. Most of the respondents had a university degree (accounting for 67 %) and a secondary school degree (31 %). The research showed that 86.6 % of respondents are doing or have ever done online shopping. 22 % of respondents do the online shopping once a year, 23 % do so once in six months and 18 % once every three months. The respondents shopping online once a month (3.8 %) or every other month (1.9 %) represent a smaller group.

According to the research, respondents usually buy online clothes and footwear (46 %). Books, mobile phones and other communication devices came second. Computers, notebooks, beauty products and cosmetics came third. In the field of services customers mostly buy online only those services related to particular products. Informability on services is more limited comparing to products. It ranges from 23 % to 83 %. The majority of customers are informed about the right to refund with no reason within two months, goods insurance or prolonged warranty – the services stated as the most popular ones. Remote PC service or buyback were stated as the least preferred services. In contrast to products, there is one rule applying to all types of services – the higher informability, the bigger sale. The higher informability of customers, the bigger turnover. Almost 85 % of respondents were satisfied with services from receipt of an order up to delivery of a product. Prices of products was the category the respondents mostly complained about. When it comes to a payment method, the majority of respondents preferred cah on delivery (55 %) while 25 % of customers paid by bank transfer and 15 % of customers paid online. Only 5 % of customers

preferred paying upon personal delivery of the goods to a branch. We may assume that respondents are reluctant to provide their personal details due to fear of identity theft. When being asked which of the motivation factors would persuade respondents to repetitive shopping, 61 % of them stated a discount possibility, 16 % a bonus scheme, 11 % would go for a bulk discount, 7 % would be interested in prize competitions and 6 % in other types of benefits. The research also pointed out that the Internet communication prevails over traditional offline communication, the tendancy confirmed by the number of respondents who decided to shop online thanks to online advertising. They were 20 % more to have bought one or two products a year thanks to the Internet advertising rather than traditional media advertising. Satisfaction with the company website was another feature to be analysed by the research. The respondents were asked to evaluate websites from the point of view of their layout, content and design. Layout got 1.9 points, content 2 points and design 2.1 points out of 5 points. The research also looked into frequency of purchase. The analysis demonstrates that the Internet communication can appeal to loyal customers and persuade them to shop repetitively. We also researched how price comparison websites of businesses can increase brand awareness of a particular product. 88 % of the respondents would appreciate such a possibility (49 % definitely YES and 39 % rather YES). None of the respondents would disagree. The remaining 12 % did not answer the question. Moreover, including such a feature in a web site would certainly increase the purchasing effect. 59 % of respondents said to be more likely to buy a product. 15 % of respondents would not be influenced either way while 25 % did not answer the question.

By carrying out the research we managed to describe important tendancies in online shopping which can serve as a starting point for further research within the VEGA project 1/0640/15 named „*Phygital Concept and Its Use in Sustainable Integrated Environmental Management of Businesses.*"

Conclusion

The world has changed once the Internet emerged. The Internet has brought about new ways of communication among the people by making our daily routines easier, e.g. searching for information or executing payments. The Internet provides companies with new opportunities how to create profitable business while using marketing communication tools. Moreover, customers have become more sophisticated as they are more interested in searching for information on products and services and have become more critical when it comes to products´ features. As a result, businesses should change their way of thinking and strategies in order to meet customers´ wants and needs. The Internet belongs among the most important communication media of nowadays. As a medium, the Internet offers a large scale of content and functions with various updates. It operates worldwide, it is multimedia and it can target audience with

personalised content. It is also cost-effective and is easy to be measured and analysed. Online shopping is very popular, frequency and number of shopping have reported steady growth. Customers do the online shopping more often thanks to high fidelity and satisfaction with e-commerce. The Internet makes us more mobile no matter where we are as it „never sleeps". We can shop or search for product information anytime and anywhere.

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SASKO, J.: *Purchase – Gaining brand awarenes (the first phase of the purchasing process).* [online]. [2015-09-28]. Available at: <http://www.podnikajte.sk/manazment-marketing/c/1087/category/marketing/article/ziskanie-povedomia-o-znacke.xhtml>.

SASKO, J.: *Purchase (the fourth phase of the purchasing process).* [online]. [2015-09-28]. Available at: <http://www.podnikajte.sk/manazment-marketing/c/1124/category/marketing/article/nakup.xhtml>.

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INTERNET COMMUNICATIONS AS A TOOL TO ELIMINATE THE ACTIVITIES OF ROGUE TRADERS FOCUSED ON THE SENIORS AS A TARGET GROUP

Petr Mokrý

Abstract

The paper starts with pointing out the economic status of seniors in Czech society. Furthermore it represents seniors as an important marketing target group. The subsequent section looks at seniors as commercially exploitable target group for rogue traders associated with the trickster phenomenon. Conclusion the text highlights the benefits of Internet communications to tackle this socially undesirable phenomenon.

Key words:

Aging. Marketing. Pension. Poverty. Retired. Seniors. Target group. Tricksters. Wages.

1 Economic status of seniors

The aim of this section is to highlight the target group of seniors as a noticeable part of the consumer market, possessing financial resources that make it a lucrative business in its entirety for a considerable part of the commercial market. Today we can say that the ideas of Professor Hayflick published more than twenty years ago, became a confirmed reality. Indeed, people in industrialized countries are living longer. These countries achieved great progress in social and economic sector in the twentieth century, which was also reflected in the standard of healthcare.[1] According to the Czech Social Security Administration there lived 2, 857 229 pensioners in the Czech Republic on September 30th 2014. Pension expenses, in billions of CZK consist of the total amount 275.76.[2] A pensioner is considered to be an individual who has reached retirement age, has been insured for the necessary insurance period and on these bases is receiving a retirement pension. Current legislation in the Czech Republic sets the age for retirement for men to 65 years and for women a little less according to the number of children.[3] Positive evolution of higher life expectancy also has its negative impact on demographic development in the Czech Republic, the society is aging. *"Development of age index in the Czech Republic was rising from 2006 to 2013. This means that there is an increasing number of seniors over 65 years compared to number of children under 14 years of age. There was a time when there were always more children than seniors but now since 2006, the ratio has*

1 HAYFLICK, L.: *Jak a proč stárneme*. Praha : Knižní klub, 1997, p. 392.
2 *ČSSZ: Od ledna 2015 se valorizují všechny druhy důchodů i příplatky k důchodům*. [online]. [2015-09-22]. Available at: <http://www.cssz.cz/cz/o-cssz/informace/ media/tiskove-zpravy/tiskove-zpravy-2014/2014-12-11-od-ledna-2015-se-valorizuji-vsechny-druhy-duchodu-i-priplatky-k-duchodum.htm>.
3 KONEČNÁ, J.: *Důchod starobní*. [online]. [2015-10-15]. Available at: <http://www.duchody-duchodci.cz/starobni-duchod-normalni.php>.

reversed and the number of seniors is increasing. In 2006, the age index was 100.2, which means that the ratio of senior citizens and children was almost in balance. Since then, the Czech Republic has had more seniors than children."[4] Professional public states that this trend raises fundamental question to the Czech Republic about the sustainability of pension and health systems.[5] Today it is already clear that there is a need of conceptual reaction to this development. It is often spoken about later retirement in this context. One possible solution points to the fact that: *"Institutional incentives to work for retirees through tax benefits or pension schemes could contribute to increased employment of retirees, because vast majority of retirees are able to work ..."*[6]

A considerable proportion of pensioners (seventy to eighty percent) left the labour market voluntarily. Mostly they do not have health problems, nor were they forced to retire by the inability to find a job in their field.[7] This information itself is valuable for marketing experts, however the focus of this paper is oriented in another direction. Incomes of seniors in addition to their other possible sources of finance are the core that co-creates the interest of commercial companies in this target group. Besides the people who left the working environment, there are also pensioners who continue to work and at the same time are receiving retirement pension. There are 150 000 retired and still employed pensioners according to the Czech Social Security Administration in the Czech Republic.[8] Naturally, they receive wages for this work and these are besides the retirement pension another financial resource for them. The following graph 1 presents the height of the average gross wage in the Czech Republic, including part of population we are monitoring in this paper.

4   *Demografické charakteristiky seniorů.* [online]. [2015-09-22]. Available at: <https://www.czso.cz/csu/czso/seniori-v-cr-2014-2gala5x0fg>.

5   BAKALOVÁ, J., BOHÁČEK, R., MUNICH, D.: *Komparativní studie věku odchodu do důchodu v České republice*. Praha : Národohospodářský ústav AV ČR, 2015, p. 8.

6   ŠATAVA, J.: *Working Beyond Pensionable Age: Institutional Incentives in the Czech Republic*. Praha : Národohospodářský ústav AV ČR, 2015, p. 6.

7   Ibidem.

8   *ČSSZ: V Česku pracuje zhruba 150 tis důchodců.* [online]. [2015-09-23]. Available at: <http://www.mpsv.cz/cs/10973>.

Výše průměrné hrubé měsíční mzdy podle věkových kategorií, rok 2013 (v Kč)
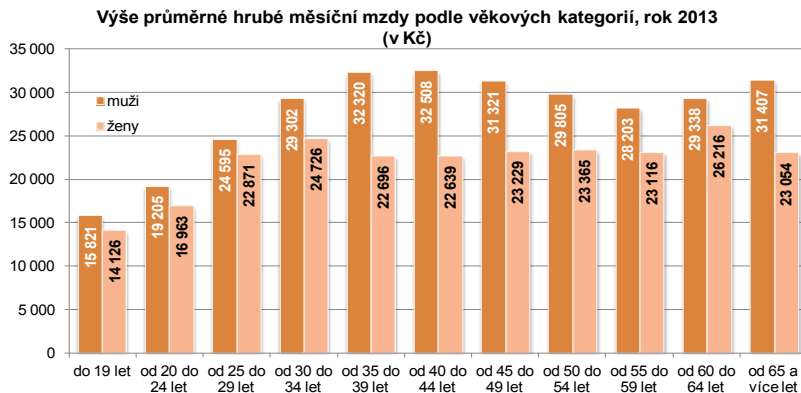
Chart 1: The average height of gross monthly wage by age group, 2013 (in CZK)
Source: *Senioři v ČR – 2014*. [online]. [2015-09-23]. Available at: <https://www.czso.cz/csu/czso/seniori-v-cr-2014-2gala5x0fg>.

When looking at the graph, "The height of the average gross monthly wage by age group, 2013", it is obvious at first glance that the financial rewards of working seniors in relation to other age groups included in the graph, cannot be described as alarming. From a gender perspective, it could be said, *"that men are holding a high wage level much longer than women. Both sexes are closer to each other at the age of 60-64 years, but then a larger number of women are already retired and still the difference between the two salaries is big, over 3,000 CZK."*[9] If we look at the issue from the perspective of the employer, then the data shown in the graph could also be interpreted as an effort to reward the skills of working seniors acquired through practice even though there is a real decline in work performance observed in some fields. The labour market is a sure indicator of an employee value to the employer. It reflects the employability of candidates based on their economic or performance benefit to employer. The above-mentioned research shows that labour market is interested in Czech seniors. If they want to work, mostly they will keep their work in their fields or they will find it. Of course there are also industrial sectors, in which people have an impaired ability to maintain a job and it is even harder to get a job as a result of aging, *"which leads to loss of physical and mental abilities."*[10] According to the Czech Statistical Office, the number of inhabitants in the Czech Republic on 1st January 2015 was – *„10 538 275"*[11] of which, as mentioned above, 2,857,229 were pensioners. More than twenty-seven percent of the Czech population is thus made up of seniors

9   *Senioři v ČR – 2014.* [online]. [2015-09-29]. Available at: <https://www.czso.cz/csu/czso/seniori-v-cr-2014-2gala5x0fg>.
10   DIENSTBIER, Z.: *Průvodce stárnutím aneb jak ho oddálit*. Praha : Radix, 2009, p. 24.
11   *Počet obyvatel v obcích – k 1. 1. 2015.* [online]. [2015-09-29]. Available at: <https://www.czso.cz/csu/czso/pocet-obyvatel-v-obcich-k-112015>.

receiving a monthly pension. The Eurostat is the source of information, which states that: *"An average Czech man – pensioner received 12,259 CZK a month last year, an average woman – pensioner 10,050 CZK."*[12] Around 150,000 working pensioners receive a salary from their employer. On the other hand, it is also worth mentioning that part of the retirement age people are at risk of poverty at their old age. The most vulnerable group are women over 65 who live alone.[13] The following table shows comparison of the Czech Republic and its neighbouring countries mapping the risk of poverty phenomenon.

Table 1: Percentage of men and women over 65 years, who were threatened by poverty in 2013

Country	Men	Women
The Czech Republic	7	14,7
Slovakia	5,4	11
Austria	13,7	24,3
Slovenia	33,2	42,1
Poland	15,8	19,9

Source: *ČTK: Chudoba ve stáří hrozí víc ženám než mužům, ženy mají nižší penze.* Released on 30th September 2015. [online]. [2015-10-09]. Available at: <http://www.financninoviny.cz/os-finance/zpravy/chudoba-ve-stari-hrozi-vic-zenam-nez-muzum-zeny-maji-nizsi-penze/1264391>.

As the table shows, the situation in the Czech Republic in comparison to its neighbouring countries is not that bad, if we can say this talking about such a serious phenomenon as poverty of people who have been working for their lifetime in their vast majority. For many people, the data presenting Austria may be somewhat surprising. Nearly a quarter of women are threatened by poverty. A part of Czech pensioners is threatened by poverty according to some sources, but it is necessary to take into account that even this sector is part of the target group, which forms in its whole a noticeable part of the consumer market possessing in terms of income level financial "value" equivalent to nearly a third of the population. Additionally, with an increasing percentage of seniors in the population, this group will gain more importance at the market in future. It is from there where the essence of interest of business organizations in this target group comes from. Sales and marketing departments of companies are gradually beginning to realize this reality. In the positive context of their interests, it is possible to give a few examples of how they are trying to attract seniors to take their product or service. Certainly in this sense we cannot overlook the success of a Czech company which came to market with a mobile phone for seniors and we must add that this idea was a great financial success beyond the point of origin of a good idea. Another model for others may be companies offering tourism services that are modified to the requirements and needs of seniors. Some retail

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12 *ČTK: Chudoba ve stáří hrozí víc ženám než mužům, ženy mají nižší penze.* Released on 30th September 2015. [online]. [2015-10-09]. Available at: <http://www.financninoviny.cz/os-finance/zpravy/chudoba-ve-stari-hrozi-vic-zenam-nez-muzum-zeny-maji-nizsi-penze/1264391>.

13 Ibidem.

chains and smaller companies, which provide service of delivering their goods into the houses, will surely help to improve the quality of life of many seniors. Certainly, we could continue this list pointing out all the positives, which a part of the business sector took the course. However there is also another direction that tries to exploit vulnerabilities stemming from the very essence of the aging process that was defined by Stuart-Hamilton as the final stage of human development and as part of continuous change[14], *".., which leads to loss of physical and mental abilities …"*[15] This direction is represented in the Czech Republic by the phenomenon called "rogue traders".

2 ‚Rogue traders'

The aim of this section is to highlight the phenomenon 'Rogue traders 'in the context of efforts to solve it through legislative action. A film documentary called "rogue traders" arose under the directorial baton of documentarian Ms Dymáková with cooperation of psychologist Ms Mazalová in 2013. It was mapping the practices used by traders at their promotional sales events, where mostly seniors were invited. With the help of hidden cameras "commercial practices" using manipulation, bullying, intimidation and aggressive treatment have been recorded.[16] *"The film Rogue traders provoked a great response already during its pre-premiere screening, by both the audience as well as the professional film critics. Also the state authorities responded favourably to the film. The Ministry of Industry and Trade has promised at the premiere through its minister to fight for all Trade Licensing Offices across the country to become check points where seniors, who have signed the problematic contracts, could come and get free advice and assistance. The Czech Trade Inspection also promised to cooperate in solving of this problem. It believes that the negative effects of unfair treatment of these retailers could be significantly reduced by higher penalties given by the Czech Trade Inspection."*[17] The above documentary by Dymáková not only pointed out and proved the existence of trade practises that are morally condemnable and which often move on the edge of law, but it also sparked media interest in this phenomenon. *"One of the major social issues of 2013 was fight against promotional events where organizers rob elderly people at large."*[18] The indignant public welcomed government efforts aimed at controlling promotional sales events. As early as December 10th, 2013 *"The Parliament approved in accelerated mode a government amendment that*

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14   STUART-HAMILTON, I.: *Psychologie stárnutí.* Praha : Portál, 1999, p. 18.

15   DIENSTBIER, Z.: *Průvodce stárnutím aneb jak ho oddálit.* Praha : Radix, 2009, p. 24.

16   *Šmejdi.* [online]. [2015-10-09]. Available at: <http://www.ceskatelevize.cz/ porady/10536031201-smejdi/>.

17   *Šmejdi – více o filmu.* [online]. [2015-10-09]. Available at: <http://www. ceskatelevize.cz/porady/10536031201-smejdi/21356226944/7029-vice-o-filmu/>.

18   NEVYHOŠTĚNÝ, M.: *Šmejdi nevymřou, stále budou hledat kličky, říká dokumentaristka.* Released on 19th December 2013. [online]. [2015-10-10]. Available at: <http://byznys.lidovky.cz/smejdi-nevymrou-stale-budou-hledat-klicky-rika-dokumentaristka-pw8-/firmy-trhy.aspx?c=A131218_125636_firmy-trhy_mev>.

strengthens the powers of the Czech Trade Inspection at promotional sales events."[19]
December 19th, 2013 director Dymáková said in an interview for Lidovky.cz
newspaper: *"People who were in this business, will not die and disappear from the
world. They are accustomed to work in this way and they will seek additional loops
how to make money easily. What will they do, we will see."*[20]

After more than a year and a half after the approval of the government
amendment lidovky. cz publishes on August 11th 2015 an essay called " *'Rogue
traders' did not disappear ...*", which states: *"The organizers of the promotional
sales events continue to largely violate regulations. The Czech Trade Inspection
found deficiencies in 81 percent of checked events in the second quarter of this year
and imposed fines of 4.5 million CZK. The most common offense was not reporting
holding of the event to authorities, which is obligatory."*[21] On October 7th 2015 the
server tn.nova.cz published the text *"Whip for rogue traders: these regulations
should shorten wings to them",* which states that *"The conditions for organizing
promotional sales events will probably toughen in order to protect the consumers
better. There would have to be the price of the offered goods quoted on advertising
flyers. The organizers would not be allowed to get money from the buyers directly
at these events and within the next seven days. It was decided by the Parliament
today, when these restrictions were added to the government's draft amendment
to the Consumer Protection Act."*[22] Two days after the publication of the previous
information, the Czech Radio gives publicity to the text: *„The so-called rogue
traders came up with a new sales tactic. The company Natural Bio Medical draws
blood to seniors at their promotional sales events in Prague – Holešovice in order to
sell them a product that supposedly makes all red blood cells in the body healthier.
The Czech Trade Inspection has been examining the practices for long time and
also the State Institute for Drug Control has focused on them."*[23] When you enter
the Czech word 'šmejdi' (=rogue traders) into the Google search system, nearly

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19   *ČTK: Sněmovna schválila přísnější podmínky pro šmejdy. Musí se hlásit inspekci.*
     Released on 10th December 2013. [online]. [2015-10-10]. Available at:
     <http://www.lidovky.cz/prisnejsi-podminky-pro-smejdy-budou-muset-hlasit-misto-
     a-cas-akce-dopredu-1rl-/zpravy-domov.aspx?c=A131210_151353_ln_domov_sk>.

20   NEVYHOŠTĚNÝ, M.: *Šmejdi nevymřou, stále budou hledat kličky, říká dokumentaristka.*
     Released on 19th December 2013. [online]. [2015-10-10]. Available at:
     <http://byznys.lidovky.cz/smejdi-nevymrou-stale-budou-hledat-klicky-rika-
     dokumentaristka-pw8-/firmy-trhy.aspx?c=A131218_125636_firmy_trhy_mev>.

21   *ČTK: 'Šmejdi' nezmizeli...* Released on 11th August 2015. [online]. [2015-10-10].
     Available at: <http://byznys.lidovky.cz/smejdi-nezmizeli-inspekce-pokuty-udelila-
     na-ctyrech-petinach-predvadecek-1rm-/moje-penize.aspx?c=A150811_095842_
     moje-penize_ele>.

22   *ČTK: Bič na Šmejdy: Tato nařízení jim mají přistřihnout křídla.* Released on 7th
     October 2015. [online]. [2015-10-10]. Available at: <http://tn.nova.cz/clanek/bic-
     na-smejdy-tato-narizeni-jim-maji-pristrihnout-kridla.html>.

23   KLADIVOVÁ, B.: *„Šmejdi'odebírají seniorům krev, aby ukázali účinky 'zázračného'
     přístroje.* Released on 9th October 2015. [online]. [2015-10-10]. Available at:
     <http://www.rozhlas.cz/zpravy/politika/_zprava/smejdi-odebiraji-seniorum-krev-
     aby-ukazali-ucinky-zazracneho-pristroje--1541511>.

1.5 million references come up (on October 10th 2015 at 15:15 it was exactly 1.44 million). The previous five short paragraphs are therefore only a tiny fraction of what can be traced in connection with this phenomenon. However this is a good choice illustrating the situation connected with the effort to regulate the promotional sales events legally. No matter how big the effort is, in a democratic society it cannot be otherwise. First a pathological social phenomenon has to develop and only then the legislative process that will result in the adoption of a new law or modification of existing law can "start". It is therefore obvious that the government itself cannot prevent similar phenomena, no matter how well it would work.

If at all complete elimination of 'rogue traders' in Czech society is possible, proactive involvement of seniors is necessary, for example in their pursuit of active involvement in social activities in their surroundings, efforts to maintain family and other social ties, educating themselves, doing sports etc. The primary social group of seniors must be active in support of them when trying to reform something in connection with the' rogue traders'. It can help them by manifesting interest, giving advice, spending time with their ancestors. The nearest surrounding of seniors cannot fully replace their own families. However it can help significantly with the potentially impending feeling of social exclusion by maintaining regular contact with them. Others who may be involved in solving of this social problem are the general public, whose interest can support the efforts to solve it.

3 Internet's role in the ‚rogue traders' phenomenon

The final part of this paper is aimed at highlighting the role of the Internet as a space largely involved in efforts to regulate the socio-pathological phenomenon observed here. Internet environment is a source of news about the behaviour of 'rogue traders', but also a source of information that can help to eliminate or reduce the phenomenon. As the data of the Czech Statistical Office published in the study *"Seniors in the Czech Republic – 2014" prompt, today the aging citizens are already largely represented in the online environment, thus they have their own access to information and may pass information themselves: "57.6% of the elderly population aged 55-64 years use computers and 58.0% of people at this age use the internet. In the same year 27.0% of the elderly population of seniors aged 65-74 use the computer and 27.4% use the internet. Only 6.2% of the oldest population aged 74 years and over in 2013 use the computer and 6.1% use the Internet."*[24] The Internet news play a major role in the social conflict with the 'rogue traders' because it points out the ever new forms and contents of the "work" of 'rogue traders'. The negative publicity of the phenomenon gives many aging people a chance to avoid it, the best is not to participate at the promotional

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24   *Senioři v ČR – 2014.* [online]. [2015-10-13]. Available at: <https://www.czso.cz/csu/czso/seniori-v-cr-2014-2gala5x0fg>.

sales events at all. Moreover, the dissemination of information is then provided through social channels that can distribute the report also to senior citizens, who do not use the internet. An important component of that conflict are the websites of the producers themselves. They provide detailed information on products, services and prices. In many cases they provide answers to questions related to the purchase of preference both in terms of prices and in levels of quality, value and technical development of goods sold. They are therefore easily accessible source of information needed for comparing products available in conventional distribution channels to products sold at promotional sales events.

A remarkable role has the website of the Czech Trade Inspection that brings contacts to inspectorates, advice and information on consumer rights and current changes in legislation. Furthermore, it is possible to make a complaint, suggestion or just ask a question through this website. As it is interactive, it allows anyone to actively participate in the fight against a socially undesirable phenomenon.[25] Similar traceability of relevant information, such as the Czech Trade Inspection website, is providing the website of "the Ministry of Trade and Industry" in its part "Protecting the consumer." There are easily available for example contacts on consumer counselling, consumer organizations and many other useful links.[26] The non-profit organizations, whose activities are connected with seniors, create an extra chapter in the conflict of seniors with the 'rogue traders'. Many of them deal with the undesirable phenomenon in a similar manner as previously described. It certainly has great benefit for the thing itself, especially when taking into account the effectiveness of information transfer and assigning importance to it by older people, mainly due to the existing social connections. However, the non-profit organizations offer even more. They have a great recipe for the elimination of 'rogue traders'. It is their attempt to maintain an active way of life for the elderly in an environment of direct social ties in the form of meeting the needs such as hobbies, training courses, cultural and sports activities, travelling etc. It works, because it's a lever against loneliness, social exclusion, redundancy etc. As an example there are the following websites: seniorum.cz, senioribezhranic.cz, svetsenioru.cz, pobytyproseniory.cz, cestovaniproseniory.cz etc. On the example of the phenomenon 'rogue traders' the positive contribution of the internet environment for the community can be well illustrated. The Internet provides news background, information support, possibility of active involvement in solving of a social problem, a sense of social belonging and the opportunity to live meaningfully also at advanced age.

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25   *ČOI.* [online]. [2015-10-13]. Available at: <http://www.coi.cz/>.
26   *Ochrana sotřebitele.* [online]. [2015-10-13]. Available at: <http://www.mpo.cz/cz/ ochrana-spotrebitele/>.

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THE PERCEPTION OF THE NEUROMARKETING BY THE SLOVAK CUSTOMERS AND ITS INFLUENCE ON THEIR PURCHASING BEHAVIOUR

Margaréta Nadányiová

Abstract
The findings of recent years indicate that a significant proportion of customer´s purchase decisions is made on the basis of emotions evoked by a particular communication means. This gives scope for the use of the new tool to better understand consumer´s behaviour – neuromarketing. The paper explains the meaning and principles of neuromarketing, selected neuromarketing technologies, ethics in neuromarketing research. The main objective is through marketing research to identify the perception of the modern phenomenon (neuromarketing) by the Slovak consumers and its influence on their purchasing behaviour. Based on the results of the research, in conclusion are indicated proposals for the application of neuromarketing in the Slovak conditions, oriented mainly to eliminate negative attitudes, fear of neurotesting or unwillingness to participate in neuromarketing research.

Key words:
Communication means. Customer. Marketing research. Neuromarketing. Neuromarketing technologies. Purchasing behaviour.

1 The essence and importance of neuromarketing, ethics in neuromarketing research

One of the most important parts of marketing research is to measure the response to advertising stimuli. Older researches have focused on traditional qualitative and quantitative methods for identifying the impact of advertising on sales, awareness, consumer preferences and the like. However, people are routinely subjected to countless advertising messages and, of course, they are able to respond only to negligible percentage of this number. So the response to advertising message is reduced significantly.[1] Therefore marketing professionals are looking for new and unconventional ways that lead to understanding the functioning principles of advertising and increase the efficiency of its operations. Currently, one of them is neuromarketing.[2] The cause of neuromarketing lies in the attempt to understand customer behaviour and motivation to make a purchase certain product. This method based on the assumption that the purchase decisions is largely influenced by emotions.[3] It is therefore necessary to

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focus in more detail on the emotions of customers during the purchase process. A very simple way to identify the customer's emotions may be questioning. However, the problem is that people do not realize the emotions, respectively they do not remember or do not want to disclose it because of fear, shame and so on. Therefore, it is appropriate to use an objective measurement of physiological manifestation and responses (heart rate, blood pressure, breathing frequency, dilated pupils, skin resistance etc.) that can identify the emotion, classify and ideally also measure its intensity – neuromarketing.[4] Neuromarketing is based on neuroscience, which can be defined as the branch of science that deals with investigation of the nervous system.[5] The term neuromarketing as the first created and used Professor Ale Smidts from the Rotterdam University, the winner of the Nobel Price for Economy in 2002. He defined the neuromarketing as „the use of identification techniques of cerebral mechanisms to understand the consumers' behaviour, in order to improve the marketing strategies".[6] Currently neuromarketing is seen as commercial exploitation of neuroscience knowledge and tools that enable companies to better understand consumer reaction to the communication efforts of companies, related to different types of brands, products and services. [7]

Neuromarketing can enter into product cycle in two places:
• As a part in proposal of product – based on the detected reactions it can be used to improve the product before its launch,
• As a feedback to the proposed product – it can be used for measuring the consumer responses to marketing campaigns.[8]

Ever more companies not only in Slovakia ranks among the socially responsible. Corporate social responsibility (CSR) represents the business in a way that is friendly to society, for example among other things, it includes a fair approach to the customer.[9] This means that companies should behave ethically, thus obtain

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9   KRIŽANOVÁ, A., MASÁROVÁ, G., ŠTEFÁNIKOVÁ, Ľ.: Building a Brand in the Context of Sustainable Development. In *Proceedings of the International Conference on Management Engineering and Management Innovation (ICMEMI).* Changsha : Atlantis Press, 2015, p. 81.

the consumer confidence and also the entire society. Lay and professional public begins to more and more deal with ethical aspects of neuromarketing. Especially in the USA we may see fears of civil associations such as Consumer Alert. It draws attention to the ability of marketers to get into the people's heads, reveal how works their buying behaviour and thus create the irresistible marketing strategies and campaigns. Proponents of neuromarketing say that they do not seek to control and manipulate customers. Man will always have full control over its decisions. They also express the positive opinion to efforts of create the effective communication towards the customer. This means that by using neuromarketing research it can better understand consumer behaviour, thus create communication which the public will enjoy and identify the aspects which should be avoided during communication.[10] Many researchers also rejects the idea about searching the „ buy button", which may force the customer to purchase. They argue that neuromarketing technologies only help to monitor brain activity and they do not affect it directly. The question of ethics neuromarketing is not closed, and raises endless discussions between enthusiastic promoters of revolutionary research methods of the human mind and outraged opponents. So far, however generally it is believed that if will be neuromarketing as a tool for learning and discovery in the right hands, there is not the reason to worry.

2 Neuromarketing technologies

Methods of neuromarketing research allow penetrate into the unsuspected layers of the human psyche. This opens up new, previously unknown horizons in marketing research. Experiences of agencies show that neuromarketing technologies of research are especially suitable for those projects in which it is necessary to analyse in more detail the emotions associated with the subject of the research. Neuromarketing research provides useful information especially about which emotional areas of the brain were affected by tested product or brand. However, these need to be supplemented about the interpretation and diagnosis of the causes, which is not easy.[11] There are three neuromarketing technologies:
1. Functional magnetic resonance imaging (FMRI),
2. Electroencephalography (EEG),
3. Eye tracking.

Functional magnetic resonance imaging (FMRI) is an advanced technique that is used in research of brain functions using the three-dimensional image of the brain. The most important advantage of the device FMRI is exactly that it is non-invasive, because it does not operate on the basis of radiation. It also includes the

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ability to accumulate large amounts of information and the ability to create image of deep brain structures, especially when it comes to the emotional reactions. The disadvantages includes the financial and space requirements, the need of professional service and deliverables with a few second delay.[12]

Electroencephalography (EEG) is an investigative technique which records bioelectrical changes (rhythms) in the brain tissue. Method EEG can be used for monitoring the brain responses to marketing stimuli. The result of these observations are answers to questions about the consumer's attention, his ability to remember products / advertising, or emotional aspects of their shopping behaviour. The advantage of electroencephalography is that EEG devices are relatively easily transmissible and to realization of research is thus easier than fMRI. However, some experts criticize this method because it cannot show the activity of neurons in deeper brain areas very well, such as the limbic region, which is the key object of neuromarketing research. However, it is possible to infer the activity in the limbic part from the activity of the frontal lobe, because these two areas are interrelated.[13]

Eye tracking is a device that allows scientists to track the movement of the human eye. The result of such research is an image of the object with a color-coded areas that represent where, how long and with what intensity is looking observed subject. It is very suitable to combine this research method with the method EEG. The monitoring of human visual attention becomes indispensable aid in detailed analysis of the websites or promotional material used in marketing communication, because people perceive about 83% of information visually.[14]

3 Marketing research aimed at the perception of the neuromarketing by the Slovak consumers

The aim of the marketing research was to determine consumer awareness of neuromarketing and its impact on consumer behaviour. The research was conducted in April 2015 on a sample of 360 respondents aged from 18 years. The respondents were divided into two groups based on gender. Overall, at the research participated 269 women and 91 if the men. The research was conducted through personal and electronic questioning and it was attended by consumers from Slovakia. In the research, we were interested in the following areas:

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1. The level of respondents' knowledge with the concept of neuromarketing

Based on the survey it was found that among respondents prevails a large ignorance of the neuromarketing. This term knew only 12% of respondents, representing 3% of men and 9% of women from the total number of respondents. Respondents who have already met with this term have indicated as a source the Internet (mostly men) or studies (mostly women),

2. Identification of areas related to the issue of neuromarketing

Respondents most often identified selling and psychology as the area related to neuromarketing. It is very positive that, despite the low level of awareness of neuromarketing, a significant number of respondents know to include the term in the right area,

3. Identification of the respondents view to the fact that neuromarketing may intervene in the customers' ideas

When asked whether neuromarketing may intervene in the customers' ideas, 80% of men expressed a negative attitude to neuromarketing. The reason was the lack of trust to this method, which logically results from a lack of awareness in society about neuromarketing. Another reason was that neuromarketing may interfere with their privacy and integrity. Overall they evaluate neuromarketing as unethical and dangerous. 15% of those questioned men intrigued positive attitude, because they see the potential of this area and they are aware of the benefits of neuromarketing to themselves as customers. The remaining 5% of men took a neutral stance. Regarding women, the views were more balanced than in men. Around the 43% of women expressed negative attitude due to possible manipulation of the customer and influence to his mind. 47% of respondents rated the neuromarketing positive because they see it as a means to better satisfying customer needs by sellers (or producers). The remaining 10% of women had a neutral stance.

4. The fears related to the use of neuromarketing

The biggest concern of neuromarketing in both genders consists in the fear of customer manipulation in certain purchasing cycle. Other reasons include misuse of the information from research, targeted sending unsolicited advertisements for certain products and so on.

5. The willingness to participate in neuromarketing research

When asked about the willingness to participate in the neuromarketing testing, the answers were very balanced. While 51% of respondents are willing to participate in neuromarketing testing (14% men and 37% women), 49% of respondents (11% men and 38% women) rejected this option.

6. The reasons for the willingness/unwillingness to participate in the neuromarketing testing

In response to the previous question, we investigated the motives of respondents about willingness, respectively unwillingness to participate in the neuromarketing testing. The main reasons for the positive responses in men were: curiosity and interest in finding out more information from this area, interest in new experience. In men, who were not willing to participate in neuromarketing research, prevailed the opinion about immorality of this research and the fear of the information misuse. The main reasons for positive responses in women were

also curiosity, interested in finding out more about this area and new experience. Women who were not willing to participate in neuromarketing research had indicated as the reason the fear of information misuse, loss of privacy, current lack of awareness, generally negative attitude to neuromarketing, lack of interest to participate in research.

7. **Selecting the most appropriate areas for the application of neuromarketing**

While women consider most appropriate area for the application of neuromarketing to create the TV spot and examine its effectiveness, most men have tend towards the possibility of testing the websites.

8. **The impact of text and images arrangement to the purchasing decision**

Regarding the respondents' views of the impact of text and images layout in promotional material on the purchasing decision, 53% of respondents (40% women and 13% of men) believe that this affects their buying behaviour.

9. **The determination of the most significant element in the picture**

By using the method Eye tracking was examined which element in the picture was identified from respondents as the most attractive (Picture 1).

Picture 1: Picture from the cosmetics cataloge as a part of research
Source: ŠVEC, M.: *Mozgovanie: výlet do iného sveta*. [online]. [2015-06-13]. Available at: <http://www.slideshare.net/rulezz-sk/o-funguje-na-spotrebiteov>.

As the most attractive objects in the picture were considered models. This option was marked up to 48% of respondents (29% women and 19% men). Other options were in the order: the possibility to smell the sample (11% of women but only 1% of men), products, news and description of product. For comparison Picture 2 shows the results of research conducted by the Agency DICIO marketing, which was carried out by using Eye tracking. The highest intensity of monitoring by respondents is marked red.
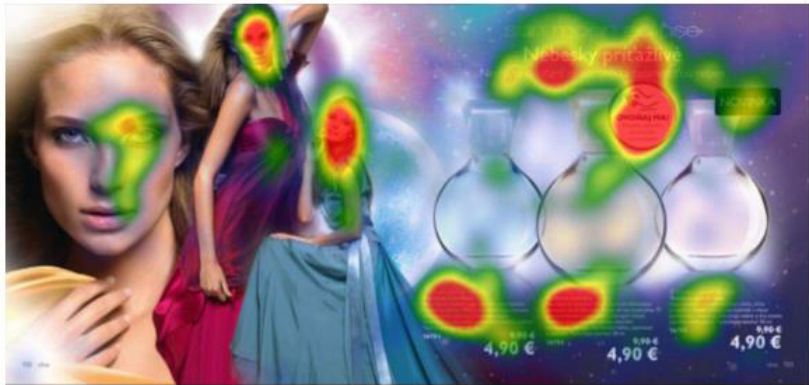
Picture 2: The result of Eye tracking by the Agency DICIO marketing – heat map
Source: ŠVEC, M.: *Mozgovanie: výlet do iného sveta*. [online]. [2015-06-13]. Available at:
<http://www.slideshare.net/rulezz-sk/o-funguje-na-spotrebiteov>.

As shown in Picture 2, face of models had the most intensity by sight of test subjects. Next in line were the possibility to smell the sample and product description. Regarding product descriptions, respondents showed interest especially in the first product, and their attention was gradually decreasing to the right. As we can see, perfume bottles, price and the term „ NEW" were not significantly noticed by sight of the consumer. Compared with the results of our research we came to the following conclusions:

a. In both cases, price is not an element which attracts the attention of the respondent in the picture,

b. Most of watched attributes were models which play a very important role in the presentation of cosmetic products. In women it can be justified by a desire about the identification with them, in men we consider as the reason a natural inclination to the opposite gender,

c. Marking "NEW" in survey results is more important than price. In the presentation of the products it is therefore also important to specify that this is a new product,

d. Also, in both cases, the next attractive areas in the picture for consumers were possibility to smell the product and the description of the product.

10. The determination of the most important element in the picture

At the end of the research, we asked respondents what they regard as most important in this form of promotion products. The aim of this question was to compare the difference between what respondents considered the most important and what is the most attractive element. The results showed that as the most important element of promotion they considered the price, although they did not take it at first glance. This possibility marked the 29% of women and 9% of men. This indicates that respondents decided primarily based on emotions (models, possibility to smell, new) in determining the most attractive element.

In contrast, when determining the most important element prevailed rational decisions (price).

4 Proposed measures for the application of the neuromarketing in Slovak conditions

Neuromarketing does not belong between well-known issues among consumers. As is apparent from the marketing research, respondents associate with this term some negative attitudes and considerable concerns about its use in practice. Based on the results of marketing research we suggest the following proposals for the application of neuromarketing in the Slovak conditions:

1. Proposals for elimination of the insufficient awareness and the negative attitudes of consumers
Although consumers are aware of the specific benefits that the neuromarketing research results bring, they mostly have distrust due to the lack of information. In order to increase awareness we recommend enrichment of university education and corporate training about the issue of neuromarketing. This may include e.g. studies on the use of neuromarketing in the particular company, selected lectures with representatives of companies that have undergone the neuromarketing research or members of companies that have conducted neuromarketing studies. As the interesting option for reducing the lack of information also we consider the demonstration of the less intensive research, especially during the selection lectures and training sessions because own experience is the best way for the formation of opinion.

A very good solution is the translation of publications dealing with this area, which will lead to better awareness. We expect that increased awareness may cause increase interest of people to participate in neuromarketing research and willingness to provide information necessary for obtaining relevant results. Another possibility for raising awareness about neuromarketing is the dissemination of information about this issue through blogs, respectively blogosphere. Their advantage is the wide range, the possibility of direct discussions about the articles and topics, a simple way to express support for article and its author. The additional benefit can be even the ability to share articles on various social networks, thus expanding the range of readers even among people who are not interested in reading blogs. The distinct advantage we see in the fact that contributions can write such the person for whom is neuromarketing the hobby, as well as research agency. In this way it is possible to exchange views and practical experience on both sides. It is possible to compare the attitudes of consumers, companies and representatives of research agencies and thus create a comprehensive picture of this new area. Another identified source of negative attitude to neuromarketing is the invasion of privacy and personal integrity. The reason closely relate to the issue of ethics in neuromarketing research, which

does not mean that it should be banned. It is rather about the emphasis of the necessity to follow code of ethics and demonstrate this fact to the public in order to eliminate their prejudices and their natural fear of the unknown. The merits of regulation we see only in certain areas where the in view of the basic aim of neuromarketing – increasing the effectiveness of marketing campaigns – it is not ethically appropriate to use neuromarketing research. These areas can include:
• Promotion of alcoholic beverages,
• Promotion of tobacco and tobacco products,
• Promotion of unhealthy foods and beverages, provably leading to obesity and civilization diseases,
• Promotion of political, religious or other ideologies, leading to the acquisition and strenghtening of power, and so on.

2. Proposals to reduce consumers' fears of neuromarketing

The research showed that consumers are most worried of the company´s manipulation in the different stages of purchasing process. However, it should be noted, that although marketing communication can influence the decision of a customer, but it is not able to force him to buy the product which he does not want to buy. Neuromarketing also does not change this fact. Because it examines only what is already in the human brain and helps to discover what is happening in it. Deciding of customers is very complicated and complex process influenced by a number of subjective and objective factors. And therefore in case of neuromarketing we cannot talk about manipulation of the human mind.

The use of neuromarketing technologies leads primarily to the more appropriate and more interesting marketing campaigns that can address customers from different segments. And not least, it also contributes to the improvement of products and services of companies. The public needs relevant and objective information about neuromarketing – preferably in the form of practical examples, which are pointing to the benefits of neuromarketing. The second main fear following from neuromarketing research is the abuse of obtained information beyond scope of the examination. This fear could be easily eliminated by concluding a written agreement between the respondent and research institution. In this contract would have been entered all the necessary particulars, including statement of the research institute on the protection of respondent´s personal data and description purpose of the use and the handling with obtained information.

3. Proposals for the use of neuromarketing in the most appropriate areas according to respondents

As is evident from the research, respondents consider as a most appropriate area for the application of neuromarketing creation of TV spot and examining its effectiveness. As mentioned, neuromarketing can be used in the two places, it means before the actual creation of the communication tool or after its creation. Results of neuromarketing research can therefore be applied in the initial phase of creation the TV spot and also after its creation. The obtained information

thus can be used to measure the effectiveness of campaigns, for implementation of any changes in the TV spot or for the decision to terminate the TV spot due disappointing results. Neuromarketing research is not so popular exactly because of its financial and sometimes time-consuming and personnel demands. However, for companies that spend considerable funds to the ineffective campaigns, it represents a great help. It does not mean that neuromarketing testing is suitable only for companies with an improper adjustment of marketing communication. Neuromarketing has a lot to offer also to companies whose communication is very good, but due to market dynamics, they need to be adapted to changing conditions. Not to mention that there is always space for improvement. In this way, results of neuromarketing research can save considerable funds of the company and ensure the benefits not only for themselves but also for their customers.

The companies using neuromarketing research in creating TV spots and a examining its effectiveness should pay adequate attention to certain steps and follow their sequence. We determined this procedure as follows:
1. Creation of TV spot, respectively the selection of previous TV spots, suitable for obtaining relevant information,
2. Setting goals of the neuromarketing research,
3. Determination of the volume of financial resources needed to realization of testing,
4. Determine the most appropriate method, respectively several methods of obtaining information,
5. The definition of the research sample,
6. Informing respondents about the procedure of research and assurances for the protection of their personal data,
7. Implementation of neuromarketing testing,
8. The evaluation of the research results and interpretation of the obtained information,
9. Finishing services of new TV spot, respectively creation of the new TV spot based on information found during neuromarketing testing,
10. Payment of advertising space on television and broadcasting of TV spots,
11. Determining the effects of TV spots and taking corrective action.

In area of creating TV spots and examining its efficiency, we can formulate some recommendations on which companies should pay attention, namely:
• Proper formulation of goals – goals must be clearly defined and achievable within neuromarketing testing,
• The use of neuromarketing research in the field of advertising must be in accordance with ethics, that is adapted by legal order and by the Council for advertising,
• Correct interpretation of the obtained information,
• Elimination of errors occurring in the previous TV spots.

According to our opinion, the company may obtained some positive benefits from the use of neuromarketing research results. From an economic perspective the most important benefit is the increase in sales volume and revenues. For non-economic perspective does it mean increasing the loyalty of current customers and acquiring new customers, determining of the right marketing strategy, strengthening the market position of the company, improving quality of products and services based on detected customer´s reactions, increasing public awareness of the company and building of positive corporate image.

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NEW APPROACHES IN THE BANKING SECTOR TO COMMUNICATE WITH CUSTOMER SEGMENTS

Naděžda Petrů

Abstract
This document deals with the options of using interactive communication and its trends in bank communication with selected customer segments. The article determines the theoretical concept of marketing communication trends on the Internet, content marketing, and communication options of social networks. Part of the document deals with the segmentation variables of existing as well as potential bank clients, and specifies the basic criteria of segments in what is known as the colour segmentation. Based on analysing and evaluating the data primarily acquired from the Facebook pages of accidentally selected banking institutions, it is stated that the monitored banks still fail to take full advantage of the content marketing potential on the social network, and fail to specify their communications according to customer segment needs. The conclusion highlights the fact that today it is no longer enough just to reiterate that the bank is most reliable, largest, that it offers free bank account management, etc. With the Internet, clients can easily obtain information, read other people's experiences, service reviews, independent survey results and other data required for their shopping decisions. It can be expected that those banks which will successfully answer client questions, educate clients, tell them stories, and give them the information they need will become credible advisors and experts in their sector for the clients.

Key words:
Bank. Communication. Content marketing. Facebook. Segmentation. Social networks.

Introduction

The banking sector is one of the most transforming environments of the present. Several foreign banks have entered the Czech market in recent years, thus having created competition for the previous brick-and-mortar banks, which are compelled to build next-generation branches, seek talented staff, put in place integrated risk management, innovate and simplify their payment systems, and take advantage of the trends of Internet banking and social media communication. Last but not least, they need to change or completely abandon conservative advertising methods and learn how to use new methods and tools of communicating with clients. The economic crisis has made the entire banking sector set up its management and control processes anew, and think about efficiency, economy and effectiveness of its communication. The future is based on the ability of banks to work with information, to acquire, process and take advantage of information in offering value to clients.[1] This thought is logically and purposefully accompanied by the intention of optimising and reducing communication costs and, at the same time, seeking modern trends of low-

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1   KUPEC, V.: *Marketingový výzkum ve vybraných procesech řízení banky.* Trnava : FMK UCM v Trnave, 2014, p. 19.

cost high-efficiency communication. The objective of a communication strategy should be the finding of such systems, styles, methods, formats and forms of communication that would be optimal and efficient in their scope, cost and, in particular, impact on the defined customer segment with a demonstrable effect identified by measurable feedback.

1 Marketing communication trends and the options of using them in the banking sector

Interactive marketing communication builds upon direct marketing tools, operates primarily on the Internet and is part of the integrated marketing communication. Duncan (2002) defines the conceptual perception of IMC as a functional process of creating profitable relationships with customers and other stakeholders, which strategically influence the content of all messages sent. They are substantiated and controlled by relevant data, feedbacks, and create a target-oriented dialogue.[2] Interactive marketing communication is part of IMC, responsible for reaching the target customer group, with this requiring a certain level of cooperation (reaction, interactivity) by the communicated entity. It takes advantage of new media and new technologies, and includes Internet marketing as its integral part. We can view interactive marketing as online marketing that uses the Internet as its transmission media. The Internet provides customers as well as sellers with better options of their mutual interaction. It is evident that advertising can no longer do without its Internet variant.[3] In their "Marketingová komunikace" (Marketing Communication) publication, authors Karlíček and Král see websites as the most important Internet communication tool, with social media becoming ever more important, however.[4]

Internet users have greater control of the progress of a communication process, take an active approach – easily seek, select and evaluate information, and express their views by e-mail, chat, discussions on social networks.[5] The use of various on-line sources (websites, blogs, social networks, SEM, etc.) requires strategic thinking, which acknowledges that all of these aspects of the worldwide web – the Internet – must have synergic effects.[6] They need to be coordinated to

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2   IDDRISU, M., KUMAREY, A. S.: The New Wave of Organizational Communications: Concepts, Theories and Practices. In *International journal of Innovative research & Studies*, 2014, Vol. 3, No. 5, p. 116.

3   KOTLER, P., KELLER, K. L.: *Marketing management*. Praha : Grada Publishing, a.s., 2013, p. 485-487.

4   KARLÍČEK, M., KRÁL, P.: *Marketingová komunikace: jak komunikovat na našem trhu*. Praha : Grada Publishing, a.s., 2011, p. 85-89.

5   GERAU, C.: Integrated online marketing communication: implementation and management. In *Journal of Communication Management,* 2008, Vol. 12, No. 2, p. 170.

6   DURKIN, M, LAWLOR, M. A.: The implications of the internet on the advertising agency-client relationship. In *The Services Industries Journal*, 2001, Vol. 21, No. 2, p. 179.

achieve specific, measurable objectives, and be consistent with the objectives of the communication efforts of the organisation concerned (a banking institution in our case). New technologies contribute to the communication acceleration, allow exchanging communication almost immediately, and favour a more efficient management.[7] According to Janouch, Internet marketing is a process composed of decisions (plans, responsibility, objectives), allocation of resources (technological, human, financial), implementation (environment), monitoring and measurement (success), analysis and improvements.[8]

Website trends include minimalism (when creating a web, it is recommended to use an ever smaller amount of information, images, etc., as these would unnecessarily distract the user), flat design, 3D Buttons, which allow a faster page loading, responsiveness, because 90% of pages are viewed on smartphones and tablets (Fig. 1.1 shows an increasing number of reading devices), full-screen pictures/videos, icons.[9]

Development of how the Czech population becomes equipped with reading devices
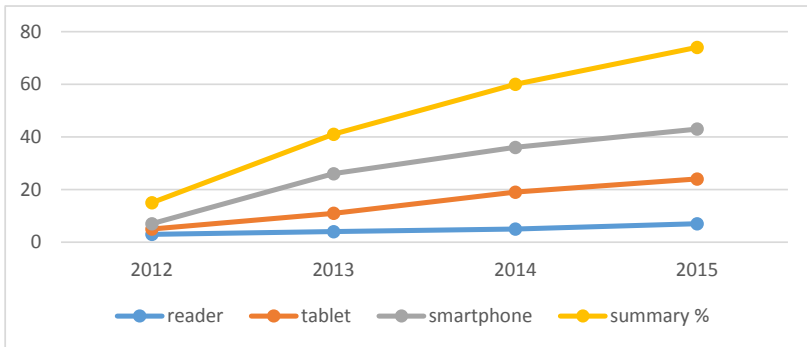
Graph 1: Development of how the Czech population becomes equipped with reading devices (%)
Source: Prepared by the author according to results of a survey by the Publishing Association. *MEDIA PROJEKT: Presentation of data for Q1 and Q2 2015.* [online]. [2015-07-15]. Available at <http://www.unievydavatelu.cz/gallery/files/MP_1-2-2015-Prezentace_v07m.pdf>.

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7   PETRŮ, N.: The possibilities of the use of modern technologies for the innovation of marketing communication activities of universities. In PŘIBYL, M., HRDÝ, M., KRÁLOVÁ, A. (eds.): *Nové trendy 2014, new trends 2014.* Znojmo : Soukromá vysoká škola ekonomická, 2015, p. 187.

8   JANOUCH, V.: *Internetový marketing: prosaďte se na webu a sociálních sítích.* Brno : Computer Press, 2010, p. 185-191.

9   NEUMANN, M.: *Web Design trendy 2015.* [online]. [2013-12-18]. Available at: <http://www.litea.cz/clanky/detail/web-design-trendy-2015>.

Graph 1. above logically infers that especially interactive communication with customers via mobile applications is becoming a very important component of the marketing mix. Today we do not talk about marketing and marketing communication as a mere discipline that helps us stimulate a market reaction. We talk about numerous marketing techniques, which are slowly turning into specialised fields. Web, e-mail and mobile marketing are becoming ever more efficient communication tools.[10] What can distinguish different brands (banking institutions in our case) are their innovative communication strategies.[11] With regard to the progress in people's mentality and in information technology, the following tools are considered to be the trends in 2015: remarketing, content marketing, e-commerce, digital and mobile marketing, work with data. Given the survey conducted (see chapter 2), I deem it appropriate to pay more attention to content marketing and social network communication.

1.1 Content marketing

Content marketing is literally a phenomenon. Not for nothing do we say that '*Content is King*'. *Content marketing is the art of communicating with your followers and customers without selling anything to them. It is a form of improving the business results of the firm.*[12] The principle of content marketing lies in creating and sharing valuable content with the aim of attracting Internet users, some of whom may become permanent customers. The content that the firm creates is closely related to what the firm sells and offers. With content marketing, the firm strives to educate people to ensure that they get to know the firm, create affection for and positive emotions towards the firm, and that they trust it. Content marketing is:
• The strategy of producing and publishing information that supports confidence in and the authority of the brand among potential customers;
• Method of building relationships and community to ensure that the audience love our brand;
• Marketing strategy that should help become number one in the industry;
• The basic processes of content marketing include 5 linked activities, namely: planning process, creation process, coordination process, promotion process, measurement process.[13]

10   FREY, P.: *Marketingová komunikace: nové trendy 3.0*. Praha : Management Press, 2011, p. 15.
11   MATÚŠOVÁ, J. G., MATÚŠ, J.: Innovation in Communication of Brands. In MATÚŠ, J., PETRANOVÁ, D. (eds.): *Marketing Identity: Explosion of Innovations*. Trnava : FMK UCM v Trnave, 2014, p. 113.
12   PULIZZI, J.: *Six Useful Content Marketing Definitions*. [online]. [2012-06-06]. Available at: <http://contentmarketinginstitute.com/2012/06/content-marketing-definition/>.
13   PROCHÁZKA, T., ŘEZNÍČEK, J.: *Obsahový marketing*. Brno : Computer Press, 2014, p. 26-27.

Today it is no longer enough just to produce quality content and expect success. For the content marketing to be successful, a quality content strategy needs to be prepared. The content should be catchy and attractive to readers so that they are also interested in reading more information in the future. Content marketing is about how to deliver more of the pull content and less of the push content to customers because well-targeted message content gives the consumer a reason to deal with the conduit for the information, as the customers themselves react, driven by their own motivations and motives.[14] For more attractive content, it is useful to follow the four principles: paste slogans, attract emotions, care for readers, encourage activity.[15]

Based on their structured interviews with 15 key respondents engaged in the content marketing of five industries in the United States, the United Kingdom and France, Holliman and Rowley arrived at interesting findings. Content marketing can be carried out through website as well as through social media. Its added value is considered to be a useful tool for achieving and maintaining a credible position of the brand in the eyes of customers as well as general public. Content creation requires understanding the information needs of a particular customer segment and the knowledge of the progress of the customers' shopping decision process. Valuable content is described as useful, relevant, compelling and timely. Content marketing requires a cultural change from "sale" to "assistance", and this involves defining various marketing objectives, strategies, metrics, and acquiring new communication, publication and graphic skills.[16]

1.2 Marketing communication in social media

Social media are currently among important means of communication. They include blogs, fora, sales networks, picture sharing, social games, chat applications, microblogs, social networks. According to statistical portal Statista, the number of users is expected to reach 2.5 billion by 2018, i.e. approximately one third of the global population. It is a grouping of registered Internet users who mutually send messages, publish information on their activities and mutually comment on them, share files, use Internet applications. They create a powerful basic platform for the mutual on-line communication of numerous users from various parts of the world. What is known as the social marketing primarily uses oral recommendations between individual users; social network marketing is booming enormously now.[17] The advantage of social media marketing is that

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14 KETCHIN, H.: *Content Marketing: Case Studies – Round table – Smart content holds the key to engagement.* [online]. [2013-03-27]. Available at: <http://search.proguest.com/pqcentral/docview/1373221160/fulltext>.
15 KUCHAŘ, V.: *Medonosný marketing. Jak přitáhnout zákazníky.* Brno : BizBook, 2012, p. 116.
16 HOLLIMAN, G., ROWLEY, J.: Business to business digital content marketing: marketers' perceptions of best practice. In *Journal of Research in Interactive Marketing*, 2014, Vol. 8, No. 4, p. 274.
17 ŠTĚDROŇ, B., BUDIŠ, P.: *Marketing a nová ekonomika.* Praha : C. INTERNET Beck, 2009, p. 48-49.

activities in this area as well as the registration itself are free (except for paid advertisements). With appropriate steps and procedures, one can reach a large number of potential customers at very low cost. Owing to the increased mobility of customers and localisation services, social media allow promoting a company, restaurant, shop, school, bank, etc. very efficiently.[18]

Leading social networks worldwide as of August 2015
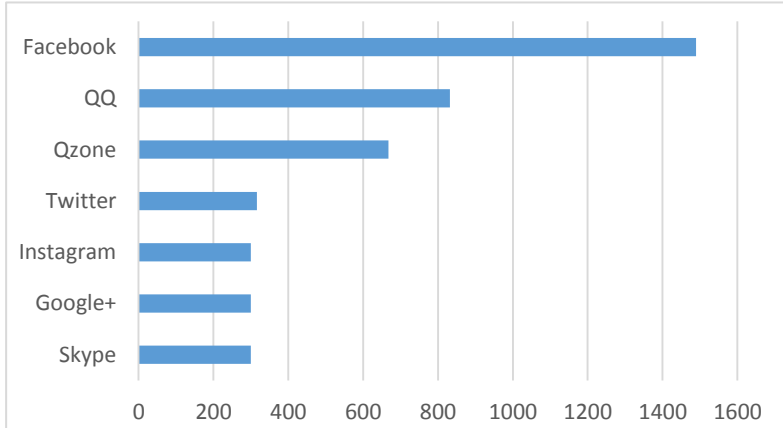
Graph 2: Leading social networks worldwide as of August 2015, ranked by number of active users (in millions).
Source: Prepared by the author according to Statista Inc.: *Leading social networks worldwide as of August 2015.* [online]. [2015-09-24]. Available at: <http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>.

Graph 1.2 shows the dominance of Facebook among the other global social media. Facebook tools allow numerous ways of promotion. These are divided into paid and free ones. The free tools include what is known as the "Facebook pages", used as a company or organisation profile. By contrast, advertising is a paid Facebook tool, which allows directly targeting specific users. An example of such targeting is an advertisement that will be shown to users from Prague at the age of 25-30 who are interested in a mortgage. This paid advertisement can be set at CPT – Cost Per Thousand or PPC – Pay Per Click.[19]

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18   JANOUCH, V.: *Internetový marketing: přilákejte návštěvníky a maximalizujte zisk.* Brno : Computer Press, 2014, p. 187-193.
19   *Facebook: Managing a page.* [online]. [2014-09-26]. Available at: <http://www.facebook.com/help/289207354498410/>.

2 Segmentation of banking sector customers

Financial institutions along with financial instruments and financial markets constitute the basic elements of the financial system. Services offered by financial institutions can be divided into four basic areas. These include transaction services, intermediation services, insurance services, services related to securities trading and investing in securities for the B2C as well as B2B markets.[20] In today's market conditions, the banking sector substantially influences the functioning of the economy. Banks are specific businesses, governed by specific rules, but their aim – i.e. profit – is identical to that of the other businesses. The Czech banking sector is currently composed of 47 banks and foreign bank branches, 11 credit unions, 14 representative offices of foreign banks,[21] which are supervised and their activities are regulated by a sole authority, the Czech National Bank (CNB). The Czech Republic has a two-level banking system, which consists of a regulator and banks, for which the regulator defines rules and supervises compliance with those rules.

Services provided by banks can be generally referred to as banking products. From the client segmentation perspective, banking products are structured into two basic groups: retail products – smaller amounts and a larger number of transactions, and wholesale products – larger amounts and individual approach. From the client perspective, the products are additionally structured by purpose into financial credit banking products; deposit banking products; payment settlement banking products; investment banking products; cash and exchange products.[22] Demands by today's clients are high; rather than universal products the clients demand individual approach to addressing their specific problems within their relevant life or business circumstances. For the bank to be able to safely estimate which product it can offer to a client and which product will not be demanded by the client, customers must be broken down into individual groups by different criteria. The bank has to carry out segmentation, targeting and positioning. Then the communication content must be adequately adapted to the current expected needs, requirements and expectations and to industry trends. The communication should include not only the bank's intention in relation to its customer – promotion of the long-term financial solvency of clients, but also its positive and responsible approach, e.g. through social responsibility.[23]

Promotion in the banking sector does not differ from that of the other firms. In general, promotion can be seen as finding the appropriate way of the bank's communication with the client. The primary objectives of promotion are usually seen in increasing the sales on the market and in increasing the profit

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20 POLOUČEK, S.: *Bankovnictví*. Praha : C. H. Beck, 2013, p. 11.
21 *Celkový přehled počtu subjektů ke dni 25.9.2015.* [online]. [2015-09-27]. Available at: <https://apl.cnb.cz/apljerrsdad/JERRS.WEB24.SUBJECTS_COUNTS_2>.
22 POLOUČEK, S.: *Bankovnictví*. Praha : C. H. Beck, 2013, p. 98.
23 KUPEC, V.: CSR Application in Online Banking. In MATÚŠ, J., PETRANOVÁ D. (eds.).: *Marketing Identity: Design that sells.* Trnava : FMK UCM v Trnave, 2013, p. 373.

of the firm. Then the essence of successful promotion is primarily sought in the art of persuading others. There certainly ought to be more than one objective of promotion; for example, raising the awareness among customers or key groups of the public – becoming better-known. In addition, we can promote the business and its products, as well as social activities.[24] The segmentation of bank clients is strongly related to promotion or to communication mix.

In 2010, an unspecified bank proceeded to a more detailed segmentation of the retail market. It used what is known as the NeedScope map. The right side of the map includes people who are individual and act for their own benefit, while the left side includes those who achieve success on the basis of family or team support; the lower section includes introverts, who are stimulated if they are alone, while the upper section includes extroverts, who are energised if they are in touch with other people. This map depicts human character features and values in life, which are symbolised by colours in the same logic. The red is a symbol of independence, the black symbolises dominance, the blue symbolises deliberation, the pink is a symbol of vulnerability, the grey symbolises moderation, the beige symbolises cordiality and the orange symbolises freedom. The individual customer segments were named according to this logic. The outcome of what is known as the "Colour Segmentation" was seven exactly defined segments – beige, orange, red, black, blue, grey and pink. The Colour Segmentation uncovered a broader context of various lifestyles and made it possible to understand the uniqueness of each client.

24   FORET, M.: *Marketingová komunikace*. Brno : Computer Press, 2011, p. 234.

Table 1: Basic characteristics of segments in what is known as the colour segmentation

Segment	Market share (%)	Gender (%)	Age	Education	Character features	What bank approach they expect
Beige	33	58 women, 42 men	31 – 50	Czech Republic's average	Natural, considerate, cordial, affectionate, faithful, composed	Bank is a place for them where they go to obtain advice and assistance in their financial matters.
Orange	25	54 women, 46 men	Czech Republic's average	Secondary education with advanced school leaving certificate (Matura) / University	Brisk, playful, carefree, sprightly, free	Interest, simplicity, flexibility, direct and fair dealing, flexible reaction
Red	5	54 women, 46 men	< 30 years	Czech Republic's average	Independent, unconventional, proud, unrestrained, wild	Innovation and alternative solution, feeling of an appreciated client
Black	7	40 women, 60 men	< 30 years	Czech Republic's average	Ambitious, dominant, determined, demonstrating will and exclusiveness	Respect and convenient services
Blue	11	39 women, 61 men	Czech Republic's average	University	Deliberate, careful, conservative, self-assured	Stability, credibility, transparency, good-quality consultancy
Grey	12	41 women, 59 men	51+	Basic education without advanced school leaving certificate (Matura)	Moderate, need to belong somewhere, wrapped up in themselves, solidarity	Safe bank with a stable position and long-term tradition, seriousness, simplicity, fairness
Pink	7	49 women, 51 men	51+	Vocational education without advanced school leaving certificate (Matura)	Fragile, vulnerable, kind, calm	The same consultant, who will take good care of them, helpfulness, assistance, comprehensibility

Source: Prepared by the author according to BURSOVÁ, Š.: *Model zákaznické segmentace vybraného podniku*. [Thesis]. Praha : VŠFS, o.p.s. Faculty of Social Studies, 2015, p. 63-69.

Kotler (2013), Koudelka (2005), Kašík and Havlíček (2015) specify more segmentation variables that must also be taken into account when creating a bank's communication strategy for its existing as well as potential clients. These include the structuring by market position (B2C, B2B), by city and region sizes and by specific economic conditions in the location concerned, by family size, religion, expected benefit, frequency of using the product offered, loyalty status, etc. The defined segmentation variables highlight the requirement for respecting the needs, demands and expectations of the individual microsegments of bank clients up to the level of using an individual approach in the bank's communication. Social media and social networks make such communication possible.

3 Research results

The objective of the research was to evaluate how the accidentally selected banks ('brick-and-mortar' Česká spořitelna and GE Money, 'low-cost' Air bank and mBank) present themselves on the Internet and how they manage their Facebook presentations; whether the communication content is focused on the expected customer segments of the individual banks. Their web presentations were compared first.

Table 2: Subjective evaluation of web presentations of analysed banks

	Campaign leitmotif	Image	Website	Expected customer segment
Česká spořitelna	Paleček family	190 years of the bank's tradition	Well-arranged graphics, colour differentiation of products, links to social networks, Internet banking	Beige, black
GE Money	Sarcastic cat	Courage, flexibility, freedom, speed	Dominance of the cat with its current product offer, online banker, news, links to social networks, Internet banking	Grey, beige, black
Air Bank	A bad banker craving money and a good banker promoting a client-friendly approach	You can even like a bank	Simplicity, lucidity, news from the sector, how to become a client, links to social networks and mobile applications	Red, black, blue
mBank	mKonto (mAccount) benefits	Bank account without fees	Fresh and youthful impression, pictures of young happy people, a model example of managing an mAcount, mForum	Orange, red

Source: Own processing

Another step was an evaluation of alignment of web presentations with Facebook pages.

Table 3: Subjective evaluation of consistency between website and Facebook presentations

	Leitmotif	Consistency with web content	Structure	Likes as of 28 September 2015
Česká spořitelna	Logo, 190 years of tradition	Information about the bank identical to that of its web presentation, unnecessarily detailed	Pictures from events, videos, link to mobile applications, out-of-date games	52,257
GE Money	Logo, sarcastic cat	Well-arranged tabs, brief and concise information	Cat's dominance, pictures from events with the bank's mascot, chat, Bene+, career	37,954
Air Bank	Logo, picture collage of young satisfied people	You can even like a bank; in the bank I feel like in a fairy tale	Information, important events, pictures of branches, ad videos, events, YouTube channel	18,659
mBank	Logo, a picture of a smiling girl	Product-oriented but content not pushed aggressively	Current information, pictures, quizzes, competitions	18,983

Source: Own processing

The compared banking institutions demonstrate consistency between their Facebook home pages and websites. They use the same profile pictures, single logos. Information from the banks except Česká spořitelna included clear and brief data. Picture galleries present pictures from sponsored events, with the banks presenting their activities and spreading their positive image in the eyes of the general public in this way. The banks except mBank used current TV ad spots on their Facebook pages, with some banks also having added their 'making-of' videos. Content marketing videos can be evaluated positively. Other tabs are a weakness of all evaluated banks – they are out-of-date, not working and some are even blank. Air bank's target segment is predominantly composed of young people who seek a free account and can control their account by smartphone. Clients are attracted to this option through 'hints about mobile applications offered', with this being in line with the mentality of the selected segment. Given the intended segment of mBank customers (orange, red), I would expect a trendy self-presentation. Nevertheless, its videos are universal and in Slovak – something that young people in the Czech Republic will not appreciate. By contrast, they will appreciate mobile applications that allow playing games or taking part in competitions.

Events on the individual Facebook pages of the selected banks were monitored from November 2014 to April 2015. The analysis was conducted through my own observation and evaluation. The following hypotheses were defined:

H1: Facebook positively contributes to the development of marketing communication in the banking sector.

H2: A bank that primarily focuses on young clients will also have the largest client base of its followers.[25]

The observation results can be summarised in the graphs below:

Comparison of the development of the number of posts

	XI.	XII	I	II	III	IV
Česká spořitelna	668	439	1002	1806	1001	540
GE money	504	1302	1629	631	997	705
AIR bank	434	554	2153	1287	1683	738
M Bank	148	112	154	142	232	108

Comparison of the development of the number of comments

	XI.	XII	I	II	III	IV
Česká spořitelna	347	149	394	219	264	470
GE money	68	339	644	163	336	195
AIR bank	91	78	205	90	100	70
M Bank	127	257	50	68	381	62

Development of 'I like' activity

	XI	XII	I	II	III	IV
Česká spořitelna	11	9	26	23	35	29
GE money	10	20	17	18	17	18
AIR bank	3	8	12	9	8	8
M Bank	7	7	6	8	10	11

Comparison of the development of the number of shares

	XI	XII.	I	II	III	IV
Česká spořitelna	49	31	438	553	126	271
GE money	102	151	158	123	36	48
AIR bank	8	4	205	90	100	77
M Bank	3	4	5	3	6	8

Graphs 3: Comparison of 'I like' activities, number of comments, shares and posts.
Source: Own processing

The communication content can be evaluated as follows. In my subjective opinion, banks fail to regularly use content creation, fail to specify their messages according to their customer segment needs, and their posts lack an emotional element. They use their Facebook profiles as conventional advertising media; the posts they publish are general momentary campaigns, which the banks use to appeal to the widest groups of clients or they use them for another target group of people, which is not identical to Facebook users. H1 was not proven. In the relevant months, the marketing communication of the monitored banks was not appropriately aligned with the target group of Facebook users.

With liking being affectable, the figures above are not relevant. Nevertheless, given the defined H2 – A bank that primarily focuses on young clients will also

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25 BÍLÁ, M.: *Trendy marketingové komunikace v bankovním sektoru.* [Thesis]. Praha : VŠFS, Faculty of Economic Studies, 2015, p. 79.

have the largest client base of its followers, we can assume that the hypothesis was not proven. While mBank shows the likes-to-clients value of 3.68%, Air Bank outperforms it by its likes-to-clients value of 5.44%.

Table 4: Evaluation of activities on selected social networks in proportion to the number of clients

	Clients[26]	Facebook likes	Ratio (%)	Tweets	Ratio (%)	Google + fans	Ratio (%)
Česká spořitelna	5,035,000	52,257	1.04	1,446	0.03	0	0.00
GE money	1,030,000	37,954	3.68	1,436	0.14	0	0.00
Air Bank	343,000	18,659	5.44	4,125	1.20	2,107	0.61
mBank	516,000	18,983	3.68	2,639	0.51	1,663	0.32

Source: Own processing

Conclusion

This article discussed marketing communication trends on the Internet and their appropriateness for use in the banking sector. It was stated that interactive marketing communication builds upon direct and offline marketing tools, is primarily active on the Internet, and is part of integrated marketing communication. Attention was paid to content marketing, which can be carried out through website as well as social media. Its principle is to attract customer's attention in order to ensure that the customers themselves voluntarily return to the website of the firm, look forward to more information, educate themselves, obtain interesting suggestions, create affection and positive emotions for the firm, trust the firm – and ultimately – become its long-term clients. Likewise, content communication in social media creates a powerful basic platform for the mutual on-line communication of the bank with a specific client segment. With increased customer mobility and localisation services, it allows promoting a bank very efficiently.

For the content of the communicated message to be adaptable to the needs and requirements of specific clients, attention must be paid to their segmentation. Basic characteristics of the customer segments of bank clients in what is known as the colour segmentation were specified and specific segmentation variables were defined. The research had to evaluate how the selected banks presented themselves on the Internet and how they managed their Facebook presentations; whether the communication content was focused on the expected customer segments of the individual banks. However, it was stated that the banks failed

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26 BUBÁK, Z.: A*ir Bank má 343 tisíc klientů. Jak na tom je ve srovnání s ostatními bankami?* [online]. [2015-05-19]. Available at: <http://finparada.cz/2782-Air-Bank-ma-343-tisic-klientu-Jak-na-tom-je-ve-srovnani-s-ostatnimi-bankami.aspx>.

to manage their content marketing, failed to specify their communications according to their customer segment needs, and their posts lacked an emotional element. The ratio of those posting their messages in Facebook and Twitter communications to the overall number of clients is almost negligible for the banks selected.

I hope this knowledge helps to open a discussion among the expert community as well as the general public, among the bank employees involved in managing communication activities towards clients, among the advertising agencies co-participating in the creation of communication strategies and campaigns, as well as among clients themselves. Deeper and more detailed research into the interactive communication of individual banking institutions should examine the real options of utilising the data and information obtained through communication content management.

However, this evokes another topic I would like to address in the future – whether and how banks communicate with the segment of family businesses, whose contribution to the global GDP formation is estimated at 60-80% and which employ two thirds of workforce and also use banking products.

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FAST-TIME DIGITAL AGE AND LIFESTYLE CHANGES

Ondřej Roubal

Abstract
The article aims at providing insight on certain social and psychological aspects of lifestyle changes in the environment of expanding information and communication technologies across the life of late modern society. We will have a closer look at the media multitasking phenomenon, which entails a merger of work and entertainment, as initially separate activities with a clearly defined border. We will try to suggest that multitasking as part of digital literacy represents the ability of humans to quickly enter into series of communication acts, capture various information flows and multiply medial inputs, while reducing the ability of digital network actors to analyse information, distinguish the degree of its relevance and critically assess information in the context of additional circumstances.

Key words:
Digital age. Information and communication technology. Lifestyle. Multitasking.

Introduction

The digital age era captures, in an authentic manner, the accelerating globalization process within the society which is exposed to unprecedented modernization impulses in the form of global production, distribution and sharing of media inputs, information or audio-visual images. The digital information and communication technologies allow for space-time compression in the information transmission processes[1] and transform the nature and scope of interconnections among interinstitutional structures, in particular as regards the speed of generation of such interconnections.[2] This unquestionably brings positive effects in the business forms of flexible interactions in the global economy, independent of the geographical distances and time zones. Here the digital technologies contribute to economies in time and reduce the level of transaction costs. In a way, they also support the internationalization of business, thus stimulating economic growth and creation of new jobs.

In parallel, however, the same space-time compression allows, through digital technologies, for an invasion of *fast time* into the sphere of private lives and social relationships of the day-to-day reality, currently representing an ambiguous and inconsistent virtual power determining the pace and direction of the social movement. There are increasingly more expert discussions about the potential social and psychological consequences of active or passive use of digital technologies in thinking, language use, development of memory, learning,

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1   KELLERMAN, A., COREY, E. K.: *Global Information Society: Technology, Knowledge, and Mobility*. Lanham : Rownan and Littlefield, 2013, p. 41.
2   DICKEN, P.: *Global Shift. Mapping the Changing Contours of the World Economy*. New York : Guiford Press, 2011, p. 6-7.

emotional and sentimental stability, partner life or sexual behaviour, in particular of young generations – the "digital natives".[3] The fast time phenomenon should correspond to unprecedented expansion of information environment, extreme growth of information volumes and no less enormous demands as regards the speed of their distribution and processing.

In the conditions of fast time and a more intensive use of information and communication technologies, digital literacy develops as a certain set of competency and skills of handling digital devices. The development of new digital capabilities makes it possible to achieve fast data and information transmission and their virtual multiplication. Media multitasking whose social and psychological effects are only marginally followed from the (domestic) expert perspective, also becomes a stable part of these digital capabilities.

The way how a man's approach to the use of digital technologies is changing is also related to the way some lifestyle aspects are changing. It is this very media multitasking which, in connection with the lifestyle metamorphosis and the day-to-day reality, represents a situation in which the borders separating entertainment from work, leisure from duties and relaxation from labour are melting.[4] Multitaskers willingly and gladly enter into situations where they can respond in parallel and develop their multiple media inputs. It is very likely that these activities are not always just about achieving a certain specific goal or result, but also about emotional experience and satisfaction from the actual monitoring of shifts and changes in the digital impulses of the virtual media space. In this connection, the moment indicating a transformation from the performance-based society to an *experience-based society* is being considered in a broader societal context;[5] in a psychological context, multitasking is often seen as being equal to the start of digital dementia as an opposing category to digital literacy.[6]

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3   For more information, see: ZIMBARDO, P.: *Moc a zlo*. Praha : Moraviapress, OPS, 2005, p. 151-154; ZIMBARDO, P., COULOMBE, D. N.: *Man (Dis)connected: How technology has sabotaged what it means to be male*. Londýn : Ebury Publishing, 2015, Part 1 Symptoms (Chapter 1-7); SPITZER, M.: *Digitální demence. Jak připravujeme sami sebe a naše děti o rozum*. Brno : Host, 2014, (Chapter 3-10); LUHMANN, N.: *Realita masmédií*. Praha : Academia, 2014, p. 88-92; VATTIMO, G.: *Transparentní společnost*. Praha : Rubato, 2013, p. 30-52; PÖRKSEN, B., DETEL, H.: *Der entfesselte Skandal – Das Ende der Kontrolle im digitalen Zeitalter*. Köln : Herbert von Halen Verlag, 2012, p. 185-194, 230-240; HVÍŽĎALA, K.: *Mardata*. Praha : Portál, 2011, p. 236-247; ŠKODA, J., DOULÍK, P.: *Psychodidaktika. Metody smysluplného a efektivního učení a vyučování*. Praha : Grada Publishing, a.s., 2011, p. 175-177.
4   RANKOV, P.: *Znalostní pracovník* v *informační společnosti*. Opava : Silesian University in Opava, 2014, p. 101.
5   SCHULZE, G.: *Die Erlebnisgesellschaft – Kultursoziologie der Gegenwart*. Frankfurt/M : Campus Verlag, 1992, p. 52.
6   SPITZER, M.: *Digitální demence. Jak připravujeme sami sebe a naše děti o rozum*. Brno : Host, 2014, p. 201-214.

This article aims at providing insight on certain social and psychological aspects of lifestyle changes in the environment of expanding information and communication technologies across the life of late modern society. We will point out that this expansion of new media technologies is accompanied with the outset of fast time as a result of information flooding and acceleration of communication flows, which bring a number of changes in the people's media behaviour and their mental motion in the information environment. We will have a closer look at the media multitasking phenomenon, which entails a merger of work and entertainment, as initially separate activities with a clearly defined border. We will try to suggest that multitasking as part of digital literacy represents the ability of humans to quickly enter into series of communication acts, capture various information flows and multiply medial inputs, while reducing the ability of digital network actors to analyse information, distinguish the degree of its relevance and critically assess information in the context of additional circumstances.[7]

1 Digital age and globalization

New information and communication technologies represent one of the key components of modernization changes in the society, likely to generate and reinforce its globalizing tendencies for the universalistic and unifying perception of the global space.[8] In other words, the development of the information and communication environment represents a universal and universalizing factor of societal modernization affecting, with various intensity, the local, regional and national communities which are, subject to various degree of resistance, facing globalization challenges to accept standardized (levelled) values. The digitalized information networks not only make economic and social relations more flexible, but also create suitable conditions necessary to achieve progress in universalization, which further contributes to the functional, organizational and operative interconnection of other systems.[9] In addition, the global upswing of communication technologies paves the way for the development of a mass

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7   We understand this reflection as an attempt to identify one of the most important impacts affecting the current society as a whole, and as a factor modifying the way of living also within the micro-environment of local communities. In connection with the lifestyle transformations in the traditional community of the Hlučínsko micro-region, we also deal with an analysis of the contents of forces represented by the very world of computers and social networks forming a completely new environment for the life focus of people and the shaping of interpersonal relations. A specific study of the value orientation of the population in the Hlučínsko micro-region and of the changes in both family and religious life shows that the influence of digital technology introduces acceleration of time in this very traditional and largely conservative environment as well. (Remark by O. R.).

8   ROBERTSON, R.: *Globalisation*. Londýn : Sage, 1992, p. 138-146.

9   LÉVY, P.: *Kyberkultura: Zpráva pro Radu Evropy*. Praha : Karolinum, 2000, p. 99.

society and a mass culture.[10] Mass culture constitutes one of the modernization components of the society, promoting homogenization and standardization trends in intellectual, artistic, political as well as moral area[11].

However, it is not just about the universal interconnection of institutional structures in the life of the society and the convergence of cultural worlds, but also about the unprecedentedly swift and globally shared communication contents and information formats interconnecting the social micro-worlds of the people's everyday life in the form of thoughts, opinions, appeals, needs, wishes, phantasies, illusions and disillusions.

This incentive is also systematically applied in the operation of commercial communication marketing strategies which support, in practical and pragmatic terms, the efficient functioning of the impersonal mass market and the multiplication of goods in order to generate economic profit. To this end, the integrated marketing communication creates an illusion of easy, immediate availability and indispensability of the products offered. It aims at maximizing the active and regular share in the consumption of all actors, irrespective of their current economic situation, gender, nationality, ethnicity, etc. Global promotion and distribution of mass offer covering universal products suggests much of is referred to as the "emancipation policy" by Giddens.[12] This policy is essentially based on the abolition of heterogeneities and elimination of differences which are seen as the source of mutual inequalities or unequal opportunities. The expansion of global markets aims at ensuring that unified products of various brands (drinks, clothing, services, etc.) are spread widely to reach as numerous masses of consumers as possible. The marketing support of corporate business strategies do not wish to exclude anyone from its game. On contrary, it disseminates a democratizing message that the obtainment of consumer products represents a universal value, which should be guaranteed by a free and fully unobstructed access for all consumers.

It is beyond doubt that the accelerating evolution of the media and communication environment provides not only a significant impulse for the global dissemination and promotion of modernization forces in the universalization of the social, political or economic dimension of the societal life, but constitutes also a prerequisite for an efficient impact on various spheres of the human life and the culture of the society.[13]

Another, equally important fact is that modern communication and information technologies (especially Internet) are easily "domesticated", and the most recent

10   ARENDTOVÁ, H.: *Krize kultury*. Praha : Mladá fronta, 1994, p. 129-135.
11   LOHISSE, J.: *Komunikační systémy. Socioantropologický pohled*. Praha : Karolinum, 2003, p. 141.
12   GIDDENS, A.: *Modernity and Self-Identity: Self and Society in the Late Modern Age.* Cambridge : Polity, 1991, p. 209-232.
13   ERIKSEN, T. H.: *Tyranie okamžiku*. Brno : Addition, 2009, p. 10.

manners of on-line communication become a part of the day-to-day routine very fast. *"....the Internet itself could be defined as a facilitating technological medium in which we can, through multilaterally connected technological network, almost instantaneously and actively disseminate information, in particular iconic (visual) information"*[14]. Studying the social effects of the digital technologies could contribute to a sociological debate on the current lifestyle transformations as identified and analysed, as a rule, in the field of work, leisure, consumption and family life.[15] Digital age in the post-industrial era undoubtedly introduces a number of global changes in life style, thereby contributing to its pluralization, enriching and changing life experience, initiating new enjoyment, opening new dimensions of social existence and social forms of recognition, interpersonal relationships and reflecting new forms of self-concept[16].

Consequently, the digitalization of the communication and information transmission accentuates the shifts in the social dimension of life, contributes not only to interpretations and reinterpretations of interpersonal relationships, but also affects the day-to-day life situations, the social role modelling and the identity construction and reconstruction. Young people, in particular, embrace the new forms of communication, actively and gladly search for the latest trends in communication and readily surround themselves with media. An increasingly larger share of their leisure time is spent either by passively following media communications or by actively communication, on social networks for instance. They let themselves be drifted by the waves of digital impulses; to an increasingly large extent and more frequently, they hear, see or read something, are able to compare, evaluate and discover things for themselves. In the conditions of mass use of digitalized networks, there is thus no doubt that the social dimension of existence of (not only) young people is by far not outlined just by the boundaries of personal contacts, relationships and links within peer communities or family environment. Due to the use of modern communication technologies, the coordinates defining the social dimension of their existence are diverging, making this space larger. As a result, social existence is not determined just by the close, tangible and directly recognizable world of beings and items; it is more or less conditional upon the world of electronic impulses of virtual reality. The fact that the contemporary "online" generation of young people perceives internet communication or social networks not only as means of communication or entertainment, but also as an inevitable part of their social existence and a source of self-knowledge has been proven by some studies of sociological focus.[17]

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14   GÁLIK, S., GÁLIKOVÁ-TOLNAIOVÁ, S.: Influence of the Internet on the Cognitive Abilities of Man. Phenomenological and Hermeneutical Approach. In *Communication Today*, 2015, Vol. 6, No. 1, p. 9.

15   CHORVÁT, I.: Premeny životného štýlu – sociologické východiská a předpoklady. In *Sociológia*, 2015, Vol. 47, No. 1, p. 11.

16   SOLÍK, M.: Crystallisation of Social Dimension of Recognition (in Axel Honneth´s Intensions). In *Mediterranean Journal of Social Sciences*, 2016, Vol. 7, No. 1, p. 538-546.

17   CHEN, B.: *Always On. How the iPhone Unlocked the Anything-Anytime-Anywhere*

2 Slow vs. fast time

The conditions of the digital age featuring globally operating information and communication technologies warrant the perception of opposition of *slow* and *fast* time. While slow time is most likely characterized by delays and waiting, postponement and putting off, patience and persistence, fast time is a phenomenon of constant dynamic changes, flexibility and movement where the past, the present and the future get lost in the impulses of moments. According to Eriksen, fast time is clearly winning in the digital era where it has a major impact mainly on the lifestyle changes as well as the time perception.[18]

The decisive factor of these changes is first of all the incredible amount of information filling more and more space, with virtually no reliable "asylum shelters" left to be protected from that information. There is increasingly more information available; information is as good as omnipresent and, thus, also more easily accessible. As a result, there is a risk that lives will turn into a hysterical sequence of overflowing moments where the differences between "before" and "after" will be blurred and the borders between "here" and "there" will disappear.[19] Every subsequent moment then comes with such a speed that it will probably become increasingly difficult to experience even the presence. According to Eriksen, the consequences of the extreme hastiness of the modern lifestyle are absolutely vital; the "*tyranny of the moment*", as Eriksen describes the atmosphere of the present times, is indeed expected to directly jeopardize not only the category of past and future tense and, in addition, to change also the mental category of all those who are recklessly affected by the tyranny of the moment in the information era. In Eriksen's view, the tyranny of the moment is to constitute a new paradigm in the form of a set of rules which threaten to win a dominant role in the current culture and take full control over the possibility to manage one's own time. It makes people the victims of information congestion; the increasingly intensive and aggressive imposing of information will result in a fight for every free second of life.[20]

The upswing of fast time is apparent, in particular, in the concept of modern digital and electronic communication, transmissions and information sharing[21]. Speed has become its main attribute in the information environment.[22] Here fast

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Future – and Locked Us in. Cambridge : Da Capo Press, 2011, p. 148-149; LIEBERT, E.: *Facebook Fairytales: Modern-Day Miracles to Inspire the Human Spirit.* New York : Skyhorse Publishing, 2010, p. 45-57.

18 ERIKSEN, T. H.: *Tyranie okamžiku.* Brno : Addition, 2009, p. 11.

19 Ibidem, p. 12.

20 Ibidem, p. 29.

21 ROUBAL, O.: Dictatorship of Fast – Running Time within the Society of Experience. In *Communication Today*, 2014, Vol. 5, No. 1, p. 90.

22 It is difficult to imagine that anyone would strive for a slower internet, a slower network connection via the mobile phone or that anyone would wish to own a slower smartphone or I-pad, for example. On contrary, the speed of these devices is

time is a welcome assistant making the contact with the world possible without any obstruction and undesired delay. Perhaps nobody would doubt that the speed in information transmission should be reduced or even stopped – although similarly fast communication brings also a number of secondary effects where one could successfully question whether they steer us in a positive direction.[23]

One of the examples of the practical entry of fast time into interpersonal communication is electronic mail, characterized by unique syntax and writing style resembling most likely a hybrid form of written and oral communication. Often informal, incomplete or even missing salutation, fragmentary messages, incomplete sentences and illogical sentence structures are the results of the very speed of use of this form of our communication as well as of the quantity of information we not only distribute, but also receive. While the senders of the information compete for every moment of free time of the target groups of recipients, the information recipients, flooded with electronic data, are more and more often forced to sort the information, decide on its relevance and even fully ignore some parts of it. E-mail correspondence unleashed a fight for every free second of the recipients' attention among the senders, on one hand, and submitted these recipients to a difficult endurance test of organizing the information, on the other hand. At the same time, the recipients and the senders form the same group of internet users, while these roles are intermeshed and, in principle, inseparable from each other.

Unlike conventional letters, e-mail messages are also used for several recipients at the same time, which translates into the usually impersonal and indeterminate contents of the message addressed to "everybody and nobody". Drawing up and sending a letter is something completely different from writing an e-mail and clicking with the mouse button. The same applies to the beneficiaries – reading

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the most frequent requirement from the customers. (Remark by O. R.).

23 In journalism, for instance, we strongly require the introduction of fast time, in particular because we are aware of the fact that all information becomes obsolete very fast as a result of slow time. Ironically, however, slow time affects information and news from both home and abroad exceptionally quickly as a deterioration factor. Consequently and paradoxically, even slow time can have a very fast effect. On the other hand, we are very aware that fast time produces accelerated (and, thus, not always thoroughly verified or examined) information; we are thus exposed to the risk of receiving information of inaccurate contents. To put it simply, fast time increases the probability that digital and electronic networks will produce more inaccurate and possible also untrue information. It appears that obsolete (and, thus, possibly also verified) information has a far lower value for us than fast information (although possibly inaccurate or untrue). Press agencies do not compete so much in the information "accuracy and credibility" discipline, but rather in the speed of processing and dispatching such information to the recipients. We might have already gotten used to the fact that additional specification of news and correction of their information contents are nothing out of the ordinary. In spite of that, fast time is preferred by the recipients of messages and information, also at the expense of having information and news which do not necessarily have to correspond to the reality. (Remark by O. R.).

a letter is a different experience from reading electronic mail. As a rule, letters require more efforts and personal engagement than a typical e-mail. In the fast time conditions, there are usually less letters than communications sent electronically.[24]

It is interesting to note how fast time, controlling the communication world, gradually abolishes even the time that was relatively abundant in the period when a certain amount of time was necessary before the information from the sender reached the recipient. This time, which filled the nowadays nearly non-existent space necessary for data and information transmission, can be classified under slow time. It is exactly this "no-man's time" that is missing today, but nobody is consciously looking for it, nobody is lacking it, it simply ceased to exist for many people. The point is that we have most certainly deprived ourselves of this time due to the excessive use of electronic mail. We have voluntarily, and some of us even with enthusiasm, reduced to minimum the time that can be used for meaningful activities that will not be jeopardized by the risk of immediate response of the recipient, invoking the compulsive need to give an equally fast response. As a result of the swift e-mail communication, the time for reflection and consideration that should be available for every longer earnest response has been compressed to the maximum. Many times, such e-mail communication forces us to respond within the order of mere seconds and minutes, which results in the superficiality of this form of communication in many cases. Not knowing any spatial restrictions, e-mail communication was able to perfectly tame not just the space, but also its users moving within that space with an increasing speed. E-mails do not knock on the door and do not wait in the mailboxes, they do not await our invitation, do not appear upon request; they rather attack our workplaces as well as our homes brazenly in a saturation bombing-like form. They usurp the attention of the recipients on the road, wherever and whenever, regardless of the time zone, day or night. They do not allow us to create any space of inactivity, possibly such a pleasant time. The time of idleness is disappearing in the conditions of the online electronic communication world.

E-mail communication can be seen as a symbol of the tyranny of the moment, reinforcing the fast time climate where preservation of slow time is hardly imaginable and, possibly, also impossible. However, the question remains whether the lack of slow time is felt by anybody at all, whether there is a more general will to return to the slower versions of time. And, in addition, we have

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24 The difference between a letter and an e-mail is approximately the same as the difference between a pipe and a cigarette. The pipe is a symbol of slow time, it burns gradually, it is enjoyed usually at a calm atmosphere, with the aim to postpone as much as possible the moment when the tobacco is fully burnt out, because smoking a pipe and hurrying can only hardly be combined. On contrary, a cigarette represents the fast time of hurry; it is smoked dynamically with a fast frequency of smoke inhalations and exhalations, often while walking and with a cheerful sight of the fast shortening of the cigarette. With a little exaggeration, it is possible to formulate a thesis that the age of pipes and letters made way for the age of cigarettes and e-mails. (Remark by O. R.).

no choice but to consider whom the potential waiting or delays in slow time will serve, for whom it will bring advantages and who should finally benefit from them. In case of electronic communications, we will probably not return to slow time; on contrary, we can expect more manifestations of the acceleration and further unstoppable invasion of fast time. This is possibly also caused by the fact that a number of the above-mentioned secondary effects of accelerating communication operate discreetly and, as such, are not subject to conscious reflection. The advantages of fast electronic communication in digital networks appear to prevail over the potential advantages that could possibly arise from the introduction of slow time in this area, if possible at all.

3 Media multitasking – merger of the world of work and the world of entertainment

Media multitasking is a product of digital age fast time originating and persisting in an oversaturated information environment. At the same time, the fast time of electronic communication absorbs increasingly larger numbers of digital media users.[25] What does such a rapid and trouble-free "digitalization" of the society consist in? Another possible explanation might be the fact that specifically the internet represents not only an unprecedentedly fast and efficient platform for communication and information sharing, but also an attractive temptation relieving its users of the rather old-fashioned need to distinguish between leisure time and work, laziness and diligence, effort and comfort. In terms of the ideas of the Bauman's "*fluid modernity*", the invention of digitalized networks comes in enormously handy for the young generation showing, compared to the generation of their parents and grandparents, less willingness to distinguish between the duties and the entertainment, between work and rest or between a useful activity and casual idleness.[26] This trend is assisted by the existing technologies themselves, such as smartphones, laptops, tablets, etc., which contribute uncontrollably to the mingling of work and leisure time. The same electronic devices serve simultaneously as tools for the performance of professional activities, employment as well as relaxing entertainment and leisure activities. They have also overcome the traditional separation of spaces and places designed for work and entertainment (office, playroom, household) and made it possible to interconnect both spheres into a single virtual dimension of the digital world.

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25 According to the 2013 data available, the number of social network users is still rising both in the Czech Republic and globally. In 2013, Facebook had were nearly 4 million users in the Czech Republic and more than a billion in the world, followed by Twitter with 150 thousand / 200 million, Google+ with 400 thousand / 400 million, and LinkedIn with 242 thousand / 200 million. (For more information, see: *Odkrýváme zajímavá data z oblasti internetového marketing firem.* [online]. [2015-09-25]. Available at: <http://www.doba-webova.com/>).

26 BAUMAN, Z. *Umění* života. Praha : Academia, 2010, p. 80.

In fact, on what do we spend all the long hours searching through websites, entering keywords in search engines, processing our e-mail messages, surfing on social networks – what is work and what is entertainment? Where is the border separating focused attention for work activities from the distracting attention paid to flickering entertainment impulses? Doesn't this situation give us the feeling of more freedom and independence when we are not forced to choose either of these sides? None of these oppositions is apparently characterized by such a force of the "gravitational field" that could pull the actors away from the digital spread over the internet network.

The situation featuring the typical mingling of work and entertainment, duties and leisure time, goes hand in hand with media multitasking.[27] These are multiple and multiaxial activities, carried out in parallel, through digital devices and applications, in various forms of simultaneous receipt, transmission and processing of information, performance of various tasks, processing of messages, monitoring of events, establishing communication, etc. All this is often accompanied by associated additional ("non-media") forms of activities in the form of conversation, meal consumption, cleaning, driving a car, doing sports, learning, etc. Media multitasking does not necessarily have to consist in a real performance of several activities in the digital space at the same time; it also represents a certain "tuning" and preparedness for parallel sharing of a larger number of media and communication events. Media multitasking also requires a continuous scanning of opportunities for how to engage media attention in several directions at the same time. Multitaskers aim at capturing as many impulses as possible from the outside media environment, which results in a state that can be described as a "continuous partial attention".[28]

The crucial aspect of the media multitasking in terms of the social and psychological effects is that fact that it essentially challenges the border between entertainment and work, interconnecting both phenomena in a diverse set of alternating activities where the media-based entertainment does not become a complementary labour factor, but an activity directly overlapping the issue demanding a constantly focused attention. In many cases, media multitasking does not express just a sporadic, spontaneous, temporary and current constellation of activities carried out in parallel, generated by the circumstances, as well as a style of entertainment and work, spending leisure time and using work time, enshrined in more established behaviour patterns represented by a certain lifestyle and a specific attitude as regards work and rest. Here it is essential to note that, although media multitasking is attractive for its apparent and real efficiency in using the *fast time* in the digital impulse network to absorb

27 RANKOV, P.: *Znalostní pracovník* v *informační společnosti*. Opava : Silesian University in Opava, 2014, p. 101-104.
28 STONE, L.: *The genius of Attention: Making Peace with Bossy Mind*. [online]. [2015-09-25]. Available at: <http://lindastone. net/2015/03/11/the-genius-of-attention-making-peace-with-bossy-mind/>.

and send a larger volume of media impulses at the same time, there are many voices warning about its negative consequences.[29]

Media multitasking is associated with overloading our mental capacities with information, which can gradually result in the so-called technostress caused by excessive flooding of multiple information processing.[30] Human interaction with media and information environment, based on multiplicity activities with rapid rotation of attention focusing on various impulses, may give rise to a number of cognitive (distractedness, confusion, uncritical judgment), affective (anxiety, irritation, lability) and behavioural (evasiveness, insomnia, impulsivity) symptoms indicating mental overload. According to Spitzer,[31] heavy multitaskers actively practice superficiality and inefficiency, have a worse memory because of relying on digital encyclopaedias and search engines, and show greater problems with controlling their psyche. This is expected to transform not only personal identity, but also the entire togetherness. Rankov draws attention to the fact that a person who is distracted from their focused work, e.g. by e-mail or phone, shows a decreased IQ value by up to 10 points, while the excessive communication activities have an adverse influence on perception and intellectual performance as well as on the quality of relaxation.[32]

Although being able to simultaneously multiply activities within several communication objectives, multitaskers are also vulnerable to easier manipulation by those who are able to use the digital devices with greater prudency and retained a better ability of targeted focus on the particular activities, sorting information to distinguish between relevant and less relevant information, as well as their ability of a more in-depth analysis. At the same time, media multitasking can be understood as a special type of "focused distractedness" where specific interactions between the actors and the media are formed, characterized by the fast, hasty, immediate and often chaotically confused receipt and transmission of data, information and images. This may result in a decreased ability of critical thinking, ambiguous and misleading interpretation of information, and problems in distinguishing important events from marginal ones. It is this very "focused distractedness" for several (not only) media impulses at the same time that complicates the ability to filter information and attach different relevance to it.

29 KLAUSEGGER, C., SINKOVICS, R., ZOU, H.: "Joy" – Information overload: a cross-national investigation of influence factors and effects. In *Marketing Intelligence & Planning*, 2007, Vol. 5, No. 7, p. 691-694.
30 OTTO, S. C. et al.: Exploring the Impact of Multitasking in the Workplace. In *Journal of Business Studies Quarterly*, 2012, Vol. 3, No. 4, p. 154-162; GENDREAU, R.: The New Techno Culture in the Workplace and at Home. In *Journal of American Academy of Business*, 2007, Vol. 11, No. 2, p. 191-196.
31 SPITZER, M.: *Digitální demence. Jak připravujeme sami sebe a naše děti o rozum*. Brno : Host, 2014, p. 205.
32 RANKOV, P.: Informačná explózia – informačný stres – informačné správanie. In *Knižnica*, 2006, Vol. 7, No. 8, p. 3-7.

This might not have been so serious if these consequences would translate only in the entertainment field; in the work performance sphere, however, these consequences may have a far more important negative function.[33] There is a risk of deterioration of own work results through the multitasking distractedness, in particular in those types of professions where digital technologies represent a widely spread platform for work activities and outputs. Work may be entertaining, but entertainment may not usurp working time, degrade the work and the performance, manipulate with the actors' attention and submit it to "focused distractedness" as an internalized element of work behaviour patterns.

Conclusion

The development of digital technologies is an integral part of globalization processes in the social, economic, political and cultural spheres of life of the contemporary society. The global society of the late modern age is therefore often considered to be the digital age society. The digital era is characterized by an accelerating development and upswing of information and communication technologies which interconnect the institutional structures of the society with an unprecedented speed, including the everyday sharing and experiencing of the reality at the micro-levels of personal lives and interpersonal relationships. Digital technologies and models of their use bring a number of social and psychological effects in the society. One of these effects is the "fast time" phenomenon, representing a constitutive principle of the core and the functioning purpose of digital communication and, at the same time, reflecting the user demand for the utilization of information flows. Media multitasking is a product of that fast time as part of the digital communication and information transmission, uniquely blurring the border between work and entertainment. In an optimistic scenario, media multitasking can be seen as a demonstration of digital intelligence; in a pessimistic scenario, it represents a certain step towards digital dementia of those who apply multitasking intensely in practice.

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33 A certain exception to the rule might be represented by the so-called super-taskers who, unlike heavy multitaskers, do not show decreased performance in the understanding of the multitasking-based receipt of information or even any deterioration in the critical assessment of the impulses followed by them (For more information, see: RANKOV, P.: *Znalostní pracovník* v *informační společnosti*. Opava : Silesian University in Opava, 2014, p. 102).

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NEGATIVE PSYCHOLOGICAL ASPECTS OF CONSUMER BEHAVIOUR IN THE DIGITAL AGE

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Abstract

Nowadays, we already know what a huge impact the digitalisation of society has on our lives. Similarly, we know several keys to reveal processes of consumer behaviour and decision-making. If we want to understand how consumers make decisions on the digital market, firstly, we have to understand consumer himself – consumer as an emotional human being with specific emotions and needs. The main aim of this paper is to point out especially negative psychological aspects of digital marketing and digital environment itself. Like on the market of products and services, on the digital markets consumers meet the same tools of marketing communication but in different forms. During the research, consumers assessed selected tools of marketing communication, mainly e-commercial in different forms. Despite the known high effectiveness of e-commercial, we revealed many negatives and dangers of this tool in the digital environment. Digital commercials, especially pop-ups, evoke considerably negative emotions. We also found out that the consumer´s personality is the significant predictor of consumer reactions on the digital market. It is shown that the digital environment brings not only advantages but also new problems, mistrust, stress and aversion of consumers.

Key words:

Consumer behaviour. Digital age. Digital consumer behaviour. Digital marketing. Negative aspects. Personality characteristics. Personality of consumer. Psychological aspects.

Introduction

The main task of marketing has never changed. It has always been one of persuasion – present the products and services in as attractive light as possible and influence consumer behaviour in the desired direction. This task hasn´t changed on the digital market.

We already know, that the world of digital media is changing at a phenomenal pace. Its constantly evolving technologies, and the way people are using them, is transforming not just how customers access information, but how they interact and communicate with marketers and with others on a global scale. It has also changed the way they choose and buy products. The technology brings incredible new options.

If we want to understand how consumers make decisions on the digital market, we have to understand consumer himself – consumer as an emotional human being with specific emotions and needs. Every consumer is an individual personality with specific needs, behaviour, thinking, feeling and acting. Many studies indicate that a consumer does not always behave rationally and his behaviour and decision-making is affected by several factors. These factors

can be divided into four main groups – cultural factors, social factors, personal factors and psychological factors. The important role is played particularly by personality characteristics and emotions.

Nowadays, we have to understand that digital age does not bring only positives for consumers and for marketing itself, but it also has its sinister side. Some studies have revealed dangers of digital world not only for consumers or companies, but for all people. Digital facilities and using of digital devices change the way of our thinking, so we have to know potential or hidden dangers. Our paper explains how the consumer´s personality is important for the behaviour in the digital world. We also try to explain why it is so important for companies not to underestimate digital communication on the one hand, on the other hand we reveal some negative, mainly psychological aspects of digital environment.

1 The power of digital world

Nowadays, we already know what a huge impact the digitalization of society has on our lives. What makes digital revolution so exciting is that it´s happening right now. If a company want to be successful on the market, it has to go with the times. It has to react on the changing requirements of consumers, as well. While technology makes it easier to reach out to the masses, the rapidly-changing message space presents consumers with even more options, and more opportunities to turn away from marketing messages.[1] The internet and mobile phones put a great power in the hands of consumers, and social media gives them a voice to make themselves heard. This can work positively, because satisfied customers can be your best advocates, but can also make the marketer's job more challenging as they have to address more immediately the concerns of the unhappy.[2] The Internet offers many advantages to companies, for example the ability to gain new segments since products can be sold globally rather than locally or regionally. In addition to the attractiveness of a global reach, the Internet also allows businesses to have virtually unlimited shelf space compared to traditional stores where decisions regarding product assortment and shelf space allocation need to be made.[3]

Digital marketing can be simply described as the possibility of promoting and selling products and services in the digital form. It is a new form of marketing which depends on continuous learning new technological developments of our time. Digital technology has opened new ways for product sales. It provides

1   CARUSO, F.: *The Changing Face of Marketing: Consumer Behaviour in the Digital Age*. [online]. [2015-10-04]. Available at: <http://mediabuzz.com.sg/asian-emarketing?catid=0&id=1378>.
2   Ibidem.
3   THOMPSON, S. H. T., YON, D. Y.: Assessing the Consumer Decision Process in the Digital Marketplace. In *Omega. The Internal Journal of Management Sciences*, 2003, Vol. 31, No. 5, p. 349.

the consumer unimaginable quantity and quality of information in an easily accessible form. Consumers are free to choose a product or service based on various attributes: price, nutritional value, functionality or combination of attributes price/value. Digital technology has put the customer in charge, creating a fundamental shift in the dynamics of marketing.[4]

When a company wants to plan a digital communication campaign, it has to pose three basic questions:
1. How to exchange information with the customer, of course, with his approval?
2. How to ensure that products and information about them will be everywhere, where customers want to find them?
3. How to influence consumer perception of the company and its products through different media?[5]

When we talk about digital devices, it is important to know that we don´t talk just about new-fangled devices, but also about traditional media (television, press, radio and outdoor advertising) which are in the process of changing from analogue to digital. We can assume that within a few years, the majority of media will be digital. There is a possibility that digital marketing will overtake traditional mass media as the medium of choice for reaching the consumer of tomorrow.

The digital world has caused many changes in the field of marketing. Customers are starting to use digital media without giving it a second thought. We need new, different methods not only for marketing communication, but also for marketing research. The changing environment does not mean the end of classical marketing research, just a shift in focus with some silver linings. Some experts see the need of new research techniques, some expect that future marketing research will focus more on tracking and responding to consumers' decisions as they occur, and less on long-term preference forecasting. Instead of measuring individual consumers' preferences, expectations, satisfaction and loyalty, marketers should systematically track the readily available public information on review sites, user forums and other social media.[6]

The digital marketing is not actually about technology at all, it is all about people. Digital marketing is not about understanding technology. Yes, we have to know how to use it, but it is mainly about understanding people. Understanding people is the real key to unlocking the potential of digital marketing.[7]

4   WIND, J., MAHAJAN, V.: *Digital Marketing*. New York : John Wiley & Sons, 2001, p. 3.
5   ROWAN, W.: *Digital Marketing: Using New Technologies to Get Closer to Your Customers*. London, Philadelphia, New Delhi : Kogan Page, 2002, p. 36.
6   SIMONSON, I., ROSEN, E.: *How the Digital Age Rewrites the Rule Book on Consumer Behavior*. [online]. [2015-10-04]. Available at: <https://www.gsb.stanford.edu/insights/how-digital-age-rewrites-rule-book-consumer-behavior>.
7   RYAN, D.: *Understanding Digital Marketing: Marketing Strategies For Engaging the Digital Generation*. London, Philadelphia, New Delhi : Kogan Page, 2014, p. 12.

The global online population was about 2.5 billion in the middle of 2012.[8] The internet has become the medium of choice for a generation of consumers, the first generation to have grown up taking for granted instant access to digital information. This generation integrates digital media into their everyday life in ways we could never have conceived in even the recent past. Today this generation of digital natives is entering the workplace and is spending like never before.[9] It took television over 20 years to reach 50 million households, it took internet just five to achieve the same level of penetration. Consumers have grown tired of mass media marketing, and are turning instead to the internet. They want more engagement, more interaction. They are starting to spend most of their leisure time in a digital world, and creative digital marketing is the way the business will reach them.[10]

2 The digital consumer behaviour

Consumer behaviour and decision-making is a subject of marketing research for many years. Marketing alone is not able to detect the complex interrelationships of purchasing and decision-making processes, so it needs the help of psychology and neuroscience. Consumer behaviour certainly has changed in the digital age, and marketers will have to change to keep up. These changes can be hard to understand, but if a company can do this and transform its customer service accordingly, it has the opportunity to outstrip both the existing competition and the new entrants who will disrupt the future landscape.[11] Consumers choose for themselves what messages to receive, but pay for that in return with greater attention and higher conversions.[12]

On the internet, no one knows who we are. Perceived anonymity is an online trait that can have a profound effect on consumer behaviour. It liberates consumers from the social fetters that bind them in the real world, online they are free to do and to say whatever they want.[13]

Marketers collected several key changes in consumer behaviour.[14],[15] Customers no longer compare companies only with competitors. They also compare

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8   Ibidem, p. 13.
9   Ibidem, p. 11.
10   Ibidem, p. 11.
11   *How the Digital Revolution is Changing Consumer Behaviour*. [online]. [2015-10-04]. Available at: <http://www.paconsulting.com/our-thinking/how-the-digital-revolution-is-changing-consumer-behaviour/>.
12   CARUSO, F.: *The Changing Face of Marketing: Consumer Behaviour in the Digital Age*. [online]. [2015-10-04]. Available at: <http://mediabuzz.com.sg/asian-emarketing?catid=0&id=1378>.
13   RYAN, D.: *Understanding Digital Marketing: Marketing Strategies For Engaging the Digital Generation*. Londýn, Philadelphia, New Delhi : Kogan Page, 2014, p. 29.
14   Ibidem.
15   *How the Digital Revolution is Changing Consumer Behaviour*. [online]. [2015-10-

companies with other market subjects with different focus. If some of those subjects exceeds the customer's benchmark of "what good looks like", they will expect the same from the company. Consumers are also less tolerant. They have become faster to complain and harder to satisfy. Social media and customer forums have huge potential both to build and to destroy brands. Customers are led by the opinions of their "friends" or "follower", customer-to-customer dialogue has grown. As the world of social media continues to adopt and evolve, so do the way that consumers interact with brands online.[16] Consumers are also less loyal and more fickle. They want value for money, not just cheap goods and services – they demand quality and are willing to pay for it. The main change is that consumers are more informed. Digital technology has given them enhanced knowledge of products and services.

Despite all these changes in consumer behaviour and decision-making, the consumer is still unique human being with specific emotional experiences and specific needs who behaves very often in an irrational way. Very important factors that influence consumer behaviour also in the digital environment are personality characteristics and emotions. The internet has become part of everyday life and revolutionized the shopping experience. Consumers' emotional responses play an important role in predicting and measuring behavioural intentions and satisfaction.[17]

Cross-border electronic commerce (e-commerce) in the European Union are still under-developed market. This follows from the report about consumer behaviour, published at the end of September 2015 by the European Commission[18]. 61% of European consumers feel more confident when shopping online from their own country than in another EU country. When shopping through e-shops from other EU member countries, only 38% of respondents feel safe, but only 15% of them really shop online.

The main reasons for online shopping are convenience, more favourable prices and better assortment. Consumers are mostly discouraged by high postal charges, high cost of returns, long delivery times, concerns about the ways of resolving disputes, lack of trust, various territorial restrictions and price discrimination.

04]. Available at: <http://www.paconsulting.com/our-thinking/how-the-digital-revolution-is-changing-consumer-behaviour/>.

16 IRETON, S. J.: *Social Media Marketing Influences Consumer Behavior*. [online]. [2015-10-04]. Available at: <http://blastmedia.com/2014/07/30/3-ways-social-media-marketing-influences-consumer-behavior/>.

17 SHENG, H., JOGINAPELLY, T.: Effects of Web Atmospheric Cues on Users´ Emotional Responses in e-commerce. In *AIS Transactions on Human-Computer Interaction*, 2012, Vol. 4, No. 1, p. 1.

18 *Elektronický obchod v EÚ má slabé využitie, Slovensko zažíva boom online nakupovania*. [online]. [2015-10-04]. Available at: <http://www.netky.sk/clanok/elektronicky-obchod-v-eu-ma-slabe-vyuzitie-slovensko-zaziva-boom-online-nakupovania>.

Online shopping is most popular in the UK (79%) and least in Romania (10%). Online shopping is widespread in Slovakia Goods and services over the Internet purchases 62% of Slovaks. They are not afraid even of cross-border purchases. The most commonly Slovaks shop on Czech, British and German portals. Slovakia in online shopping experienced the largest increase among all EU countries, in comparison with 2006 by 50%.[19]

3 Dangers of digital age

In 2007, doctors in South Korea, the futuristic industrialized state which belongs in the area of information technologies to the cutting edge of the world, found out that young adults have more and more problems with memory, attention, focusing and also emotional flattening and general dullness occurred. They named these symptoms the syndrome of digital dementia.[20]

Neuroscientists all over the world are spending huge amount of time with the research of how digital technologies change human mind. It is not easy to answer the question how digital media influence our life, but we have some clues and they are not positive. The research of brain functioning shows that a human brain is changing when used. The understanding of processes of learning, memory, attention and progress help to sharpen our view on dangers of digital media.

Perceiving, thinking, experiencing, feeling and acting – these all leaves traces in the human brain. With the help of synapses, plastic, constantly changing connections of nerve cells that conduct electric signals, we can observe their transformations during the process of learning.[21]

The process of learning assumes independent mental work. The deeper we process some content, the better we acquire it. There is no sufficient evidence that digital technologies improve our learning. On the contrary, digital technologies lead to superficial thinking, distraction of attention and they have various undesirable side effects, ranging from failure to violence and misrepresented perception of reality.[22] According to research by Patricia Greenfield (professor of psychology and director of the Children's Digital Media Center, Los Angeles), as technology has played a bigger role in our lives, our skills in critical thinking and analysis have declined.[23]

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19 *Elektronický obchod v EÚ má slabé využitie, Slovensko zažíva boom online nakupovania.* [online]. [2015-10-04]. Available at: <http://www.netky.sk/clanok/elektronicky-obchod-v-eu-ma-slabe-vyuzitie-slovensko-zaziva-boom-online-nakupovania>.

20 SPITZER, M.: *Digitální demence.* Brno : Host, 2014, p. 16.

21 Ibidem, p. 15.

22 Ibidem, p. 88.

23 WOLPERT, S.: *Is Technology Producing a Decline in Critical Thinking and Analysis?* [online]. [2015-10-04]. Available at: <http://newsroom.ucla.edu/releases/is-technology-producing-a-decline-79127>.

Social media are satisfying the basic human need – the contact with immediate family and friends. However, the anonymity of the Internet causes that people behave less appropriate and also try less to establish appropriate social relations. Many persons have significant problems with face-to-face communication these days. Social media are also full of negative social contacts, ranging from fake identities to serious criminals. According to Spitzer,[24] this is the main reason why social media cause loneliness and depression, especially among young people. The lack of self-control, addiction, loneliness and depression are also the most significant stressors of our modern society.[25]

Digital media cause the deterioration of education and knowledge itself because a little amount of sensomotoric imprints are created during the use of digital media. Another serious problem of digital media is multitasking – we are forced to pay attention to several issues at once. This leads to several psychological problems.[26]

All above mentioned dangers of digital environment can be applied on consumer behaviour, as well. We already described changes in consumer behaviour and we can deduce that not all changes are good. One of the biggest problem is the anonymity in the digital environment which causes the lack of trust. Perceived anonymity can be also very illusory.

4 Methodology and results

The main aim of this paper was to point out mainly negative psychological aspects of digital environment and to find out if there is a relationship between personality of consumer and their reactions on some tools of digital marketing. Similarly, like on the market of products and services, on the digital markets consumers meet the same tools of marketing communication but in different forms. During the research consumers assessed selected tools of marketing communication, mainly e-commercial in different forms.

For the needs of the research Eysenck personality questionnaire EPQ-R (reduced version) was used to assess the personality traits of a person, with the result sometimes referred to as the Eysenck's personality Inventory. The two dimensions or axes, extraversion-introversion and emotional stability-instability define four quadrants. These are made up of:
• stable extroverts (sanguine qualities)
• unstable extroverts (choleric qualities)
• stable introverts (phlegmatic qualities)
• unstable introverts (melancholic qualities)

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24 SPITZER, M.: *Digitální demence*. Brno : Host, 2014, p. 117.
25 Ibidem, p. 118.
26 Ibidem, p. 211.
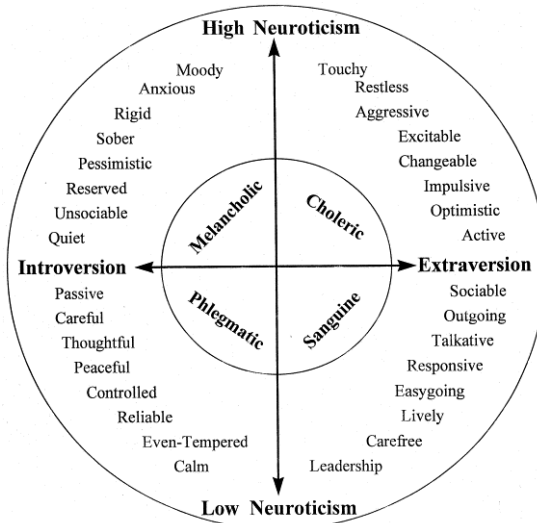
Picture 1: Eysenck´s model of personality
Source: EYSENCK, J. H.: *Personality Theory and Overview.* [online]. [2015-10-08]. Available at: <http://www.psychometric-success.com/personality-tests/personality-tests-personality-traits.htm>.

We also constructed the author's own questionnaire, which is focused on the evaluation of digital marketing tools. This construct is mainly focused on negative psychological aspects of digital marketing tools and digital marketing itself and the degree of frustration of consumers in the digital environment. The sample consists of 170 respondents – 83 males and 87 females. All respondents are aged between 20 and 35 years and come under the category of younger adults. We selected this age group because it can be considered as the group of digital natives. All respondents are from Slovak republic, have Slovak nationality, live in Slovak republic and have minimally secondary education. Other characteristics of respondents are not important for our research.

With the use of Eysenck personality questionnaire we found out following personality traits of our respondents:

Table 1: Temperament structure of respondents

Temperament		Frequency	
Sanguine	Extroversion	62	110
Choleric		48	
Melancholic	Introversion	30	60
Phlegmatic		30	
Total		170	170

Source: Own processing

Subsequently, we asked respondents to evaluate several types of e-commercial. We distinguished classical e-commercials that consumers can see on almost every website and pop-ups. We also distinguished classical e-commercials and pop-ups with the content related to the content of the visited website and with the content which does not relate to the content of the visited website.

We found out that classical e-commercials and banners are not perceived as annoying. A small amount of respondents (13) do not like them and ignore them (7.65 %), 80 (47.06 %) respondents do not care about them and 77 (45.29 %) respondents sometimes click on them and sometimes find something interesting with the help of e-commercial.

Most of respondents do not like pop-ups at all (80 %). We focused our attention on pop-ups with the content nonrelated to the content of the visited website. Established results are described below.

Table 2: Experienced emotions on pop-ups with the content nonrelated to the content of the visited website

Emotion	Frequency	Percent
None	4	2,4
Annoyance	46	27,1
Irritation	96	56,5
Anger	21	12,4
Fury	3	1,8
Total	170	100,0

Source: Own processing
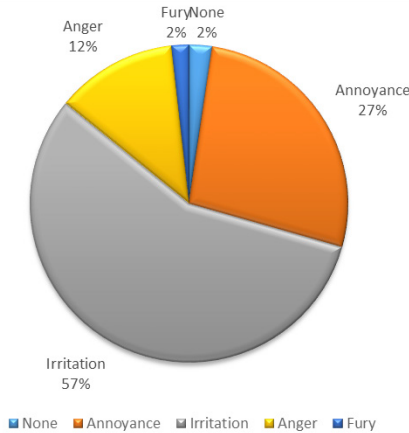
Chart 1: Experienced emotions on pop-ups with the content nonrelated to the content of the visited website
Source: Own processing

More than 56 % of respondents experienced irritation when a pop-up with the content nonrelated to the content of the visited website and only 2.4 % of respondents did not experience any negative emotion. Despite established high effectiveness of pop-ups we can see that they bring mostly negative feelings, they are annoying and irritating.

107 (62.9 %) respondents claimed that they had feeling that they want to leave the website when a pop-up with the nonrelated content appeared. We can assume that behaviour like this can damage websites because consumers rather leave websites because of pop-ups.
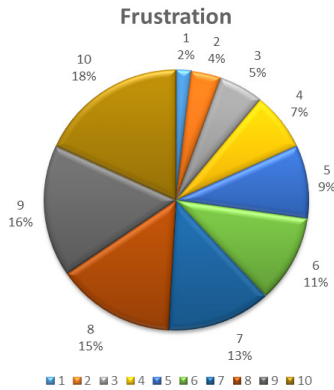
Chart 2: The degree of experienced frustration on pop-ups with the content nonrelated to the visited website
Source: Own processing

82 % of respondents experienced the degree of frustration higher than 5 (including) on the scale from 1 (none frustration) to 10 (very high frustration).

Table 3: The relationship between the degree of frustration and experienced negative emotions

		Frustration of pop-ups	Emotion
Frustration of pop-ups	Pearson Correlation	1	,619**
	Sig. (2-tailed)		,000
	N	170	170
Emotion	Pearson Correlation	,619**	1
	Sig. (2-tailed)	,000	
	N	170	170

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Own processing

With using the correlation analysis we established the relationship between the degree of frustration and experienced negative emotions. The higher is the frustration on pop-ups the more negative are experienced emotions.

Table 4: The result of ANOVA for frustration as a dependent variable and temperament as an independent variable

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	12,326	3	4,109	8,701	,000
Within Groups	78,386	166	,472		
Total	90,712	169			

Source: Own processing

There was statistically significant difference between groups as determined by one-way ANOVA ($F(3,166) = 8.701$, p = 0.000). A Scheffe post-hoc test revealed that there are significant differences between individual types of personality (temperament). Cholerics experienced higher degree of frustration in comparison with sanguines. Also, melancholics experienced higher degree of frustration in comparison with sanguines. There were not significant differences between another temperaments.

Conclusion

Although pop-up ads have proven to be very effective, business have to ensure they are reaching the right consumers with this approach. We found out that despite high effectiveness, pop-ups (especially with the content nonrelated to the content of the visited website) evoke many negative emotions, mostly annoyance and irritation. Some people experience even anger or fury. These negative emotions can be very harmful not only for consumer themselves but also for businesses. Consumers who experience negative emotions experience also quite high degree of frustration on pop-ups. Businesses tend to use pop-up ads or banners to acquire customers, or to drive them to their website or mobile application. When using pop-ups we have to aware that consumers are different and they react different due to their personality characteristics. Consumers with choleric and melancholic qualities tend to be more annoyed and irritated by pop-ups and they tend to leave the website without giving it a second chance. It is very difficult to select consumers according to their personalities, but we have to be aware that consumers, even on the digital market, are still unique human beings with specific feelings and emotions.

Digital media have a huge power and can be very helpful when we want to reach a consumer. But they also carry some risks and dangers so we have to use them wisely and responsibly. There is no denying the growth and importance of digital devices, but businesses need to take a closer look at how to maximise this media, along with the rich consumer data available, in support of their digital marketing efforts.

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ONLINE CUSTOMER BEHAVIOUR

Martina Rypáková – Katarína Moravčíková – Anna Križanová

Abstract
Every company tries to reach a goal as profit is. It is necessary to find customers whose interest in company´s product will be regularly. Company should know customers´ needs and accommodate its offer to their requirements. Company should provide unique service to gain customers loyalty and satisfaction. The new mainstream is buying products through Internet. Customer's behaviour is based on customer´s preferences because all options bring positive and negative aspects. Paper describes online purchasing and specifies online customer behaviour. The part of the research is behavioural analyses of online customer in USA and in Slovakia.

Key words:
Customer. Customer behaviour. E-commerce. E-shop. Online purchasing.

1 Customer behaviour

Consumer behaviour is a type of behaviour, which defines how consumers act when they search for, buy, use and rate products and services, from which they expect satisfaction of their needs. It focuses on the decision making of individuals, who spend their own resources on consumer products.[1] The behaviour and the decision making of the consumer changes according to the buying situation. The more complicated the desired product's characteristics are, and the more expensive it is, the more concentration is required, and the bigger the number of participants, who take part in the process is. We distinguish the following consumer behaviour types:

• *1. Rational behaviour* – the consumer is involved in the buying process and notices considerable differences between the offered variants.
• *2. Stereotypic behaviour* – the consumer is only a little involved in the buying process and notices only slight differences between the offered variants.
• *3. Impulsive behaviour* – the impulse to buy can stem from a spontaneous feeling or can be a result of external stimuli.[2]

The decision making process consists of several steps the consumer goes through, when confronted with the issue of which product to buy.

1   VYSEKALOVÁ, J.: *Chování zákazníka: jak odkrýt tajemství „černé skřínky"*. Praha : Grada Publishing, 2011, p. 51.
2   BIRNEROVÁ, E., KRIŽANOVÁ, A.: *Základy marketingu I*. Žilinská univerzita v Žiline : EDIS, 2004, p. 83.

Need recognition	→	Information search	→	Alternative evaluation	→	Purchase decision	→	Post-purchase behaviour
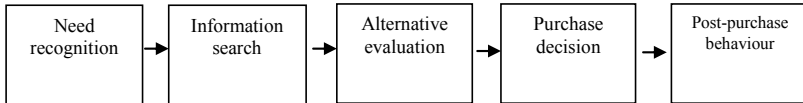
Picture 1: Consumer buying decision process
Source: BIRNEROVÁ, E., KRIŽANOVÁ, A.: *Základy marketingu I.* Žilinská univerzita v Žiline : EDIS, 2004.

The process begins when the consumer recognizes the need, which he wants to satisfy. Then follows an information gathering process, by word of mouth, internal/personal information or from the media. Once the information is collected, the consumer evaluates the different alternatives offered to him, compares information and tries to choose the best alternative. After the evaluation comes the decision whether to buy the product, where to buy it, and how many of it to buy. The last step is the evaluation of the purchase itself, which means either satisfaction or dissatisfaction.[3] There are a lot of factors influencing the consumer buying process. These can be, for example: consumer customs, expectations and wishes, the location where the purchase takes place and its conditions – lighting, design, colours and music there. Schiffman recognizes a personal and an organizational consumer. A personal consumer buys products and services for personal and household needs. He is the last consumer. An organizational consumer includes both profit and non-profit organizations, and government institutions, which buy products to function correctly.[4]

1.1 Customer loyalty

The goal of each seller is to keep customer loyalty. Customer loyalty is related to their satisfaction or dissatisfaction with their purchase decision. The customer is loyal when he is satisfied with his choice, and comes back to the seller. To increase customer loyalty a seller must increase customer satisfaction. According to Pelsmacker, the loyalty to a brand is a positive mental attitude or a connection between the brand and the customer, which can result in the forming of a habit. Repeated purchase of a certain brand does not necessarily mean customer loyalty, but frequent purchase can consequently result in it. The steps to customer loyalty are: the awareness of the brand, familiarity with the brand, positive attitude towards the brand, preference of the brand and brand trial.[5]

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3   Ibidem.
4   SCHIFFMAN, L. G., KANUK, L. L.: *Nákupní chování: velká kniha k tématu Consumer Behavior*. Brno : Computer Press, 2004, p. 23.
5   PELSMACKER, P. et al.: *Marketingová komunikácia*. Praha : Grada Publishing, 2003, p. 32.

1.2 Cultural factors

Cultural aspects, which affect consumer behaviour, can be divided into material and immaterial. Furthermore, consumer behaviour is also influenced by customs, symbols, values, language, religion, non-verbal communication, body image, rituals, and myths. Hofstede's model recognizes four basic cultural dimensions:
• *1. Power distance index (PDI)* – explores the extent to which the less powerful members of organizations and institutions (like the family) accept and expect that power is distributed unequally.
• *2. Uncertainty avoidance index (UAI)* – is defined as society's tolerance of ambiguity.
• *3. Individualism versus collectivism (IDV)* – shows, if people in different cultures prefer individualism or collectivism, its reasons and relations.
• *4. Masculinity versus femininity (MAS)* –measures the degree, to which people in a certain society want to achieve success. Societies which are more assertive display a higher degree of masculinity, the rest display traits of femininity.[6]

The cultural environment is characterized by attributes such as the life and behaviour (both individual and group) which are influenced by objective (socioeconomic, geographic, national and religious) and subjective factors (emotional and demographic).

Socioeconomic factors cause diverse consumer behaviour, which differs depending on which social class the consumer belongs to. Social stratification studies the categorization of people into specific social strata. According to Hradiská and Šulek, the different classes and strata differ in structure and, partially, consumer quantity. In terms of social stratification, we divide the population according to the structure of their expenses and their purchasing power.

Geographic factors influence the life and behaviour of the citizen of a certain country and they stem from the environment, the nature of this country. Both the life and behaviour of the citizen influence his consumer behaviour. Consumer behaviour of potential customers on a foreign market can be predicted, based on to these factors.

National factors have significant impact on consumer behaviour, trade negotiations, and also on business requirements on international markets. The influence of national factors is projected on the level of civilized behaviour, which is a part of every nation's culture. There is a direct link between national and cultural factors.

In relation to marketing, culture has five main attributes. It is hereditary, because it transfers from generation to generation. It is influencable, because

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6   DELGADOVÁ, E.: *Kultúra a komunikácia*. Bratislava : Ekonóm, 2010, p. 56.

an individual studies culture his whole life, and is moulded by factors like family, friends, work, social class and media. Culture is also adaptable, it is vulnerable in the process of globalization, and it is subject to changes caused by: the increase of the standard of living, increase of comfort, development of information and communications technology. It is differentiated, and it is important to know, that each nation is specific and requires a specific approach in terms of marketing activities, even though nowadays globalization (the converging of cultures) is becoming a trend. Atheism, or the belonging of an individual to a certain religion, projects on one's world view and lifestyle. Marketing managers should also have information about the existence of *religious influences* of religions, such as the Christian religions, Islam, Hinduism, Buddhism, Hebraism and others. Based on the emotional behaviour of consumers, and with the help of psychographic and behavioural criteria, we can sort consumers into groups, in which consumers display almost the same behavioural patterns. The classification of potential customers into groups, based on psychographic criteria, has great significance. Individuals in these groups exhibit specific behaviour during business meetings, which stems from their personal values, opinions on important social matters and demographic characteristics.

Demographic factors are easily quantified. They are: age, gender, place of residence, education, occupation, size of family and family income.[7]

Companies expanding to foreign markets should choose an international marketing strategy. One option is the global marketing mix focusing on the global customer, who is used to finding goods at a desired place, in a desired amount, on his own time, from any desired country. Intercultural marketing mix is the second opinion – it is not very different from the national marketing mix, the only difference is the position of the object, which it should affect. Kotler and Armstrong recognize a standardized marketing mix and an adapted marketing mix.[8]

2 The Internet as a new way of buying and selling goods

The Internet changes the type of interaction between consumers and their interaction with companies. It is a new marketing communication model in a hyper-media environment, where consumers can react to a certain medium, interact with it, and at the same time create their own environment which they then live in.[9] According to Kotler, the Internet is like a big communication freeway,

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7   KRIŽANOVÁ, A. et al.: *Medzinárodný marketing*. Žilina : Juraj Štefuň – Georg knihárstvo-tlačiareň, 2010, p. 42.
8   KOTLER, P., ARMSTONG, G.: *Marketing*. Praha : Grada Publishing, 2004, p. 87.
9   VYSEKALOVÁ, J.: *Chování zákazníka: jak odkrýt tajemství „černé skřínky"*. Praha : Grada Publishing, 2011, p. 45.

on which bits can be transferred rapidly from one place to another.[10] The main forces, which form the Internet age are:

- **Digitization –** presently, work with analogy data is in the background, while work with digital data is coming to the fore.
- **Internet explosion** – new Internet users appear each passing second all over the world; in 2013 the number of Internet users worldwide was 2.7 billion.
- **New types of intermediaries** – internet companies selling goods online – e-tailers.
- **Customization –** satisfying the needs of customers according to their specific needs and preferences; the company takes over initiative and prepares a product proposal, tailored to the needs of the customer.[11]

2.1 The behaviour of customers shopping online

96% of Slovak citizens have experience with online shopping, which corresponds to the ever increasing number of e-shops, of which there were more than seven thousand in Slovakia in 2013. A customer buying goods through the Internet expects an immediate response, and that all services happen swiftly. The customer can determine the quality of an e-shop via various Internet message boards or social networks posts, where previous customers express their opinion. Word of mouth spreads rapidly on the Internet. Consumers on Internet are not only passive buyers, often they rate goods and provide information about them, and thus become creators of the product information.[12]

2.2 The difference between customers shopping online, and in brick and mortar businesses

The main factors which lead to the differences in behaviour of online shoppers and those shopping in brick and mortar stores can be split up into two groups – those related to the shopping environment, and those determined by the consumer himself. The first factor related to the shopping environment is the cost of searching for information. On the Internet, the customer is able to find the price of a product (and also its other attributes) on any given moment. This way of obtaining information can change the customer's attitude in such a way, that he does not care as much about the price of a product, as much as about the quality and other non-price attributes. Another factor is the availability of information. On the Internet the customers can save the records of their previous purchases, or the records of their own demands and expectations. The last factor is the rarity of information. The attributes, by which the customer decides, are either

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10   KOTLER, P.: *Moderní marketing*. Praha : Grada Publishing, 2007, p. 128.

11   *Internet live stats. Number of Internet Users.* [online]. [2015-10-01]. Available at: <http://www.internetlivestats.com/internet-users/>.

12   JUTKOVÁ, J.: *Slovenskí užívatelia internetu sú mladší ako českí. Pesimizmus nás spája všetkých. Firemný weblog poradenskej spoločnosti h1slovakia.sk.* [online]. [2015-09-10]. Available at: <http://www.blog.h1slovakia.sk/aktualne/slovenski-uzivatelia-internetu-su-mladsi-ako-ceski-pesimizmus-nas-ale-spaja-vsetkych/>.

sensory, which are identified via sight, hearing, smell, touch, or non-sensory such as brand. Sensory attributes are more important to the customer in a brick and mortar store, non-sensory are more important in online shopping. The second group consists of factors pertaining to the customer and his attributes, which we divide in demographic and those influenced by lifestyle. Zhang and Krishnamurthi say that on-line customers have bigger income, a bigger household and a higher education. These groups of people are usually busy, with little free time to spare. Factors influenced by lifestyle are related to more time spent on the Internet, either for entertainment or work.[13]

2.3 The advantages and disadvantages of online shopping

Advantages of online shopping:
• the customer is shopping from the comfort of his home,
• products are usually cheaper than in brick and mortar stores,
• there is a wide sortiment of goods on the Internet,
• an e-shop is open 24 hours a day,
• the customer is able to return a product in the next seven days after buying it,
• the customer doesn't have to go anywhere, the product is delivered to his home,
• the goods are sorted into categories.

Disadvantages of online shopping:
• the customer can't give the product a try, or examine it,
• the product isn't available immediately,
• the customer is providing personal data,
• there is a risk of not meeting the delivery time,
• there is a risk of receiving a different product than the one ordered.

2.4 The causes for the lack of success of online shopping

The customer must overcome certain conventions when shopping online, he must be willing to try something new, because complaints, payment and the buying process itself work differently on the Internet. He must be willing to trust, that his data will not be misused, and that the product will be delivered on time, and to the requested place. According to Vysekalová, these are the main factors causing the lack of success:
• using a hard-to-implement technique,
• customer service often functions only via e-mail and online communication,
• threats to the security of customers,
• an over-complicated design can discourage customers or slow down the buying process,
• some products are sold better on the Internet, than in brick and mortar stores.[14]

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13   LEE, O.: *Internet marketing research: Theory and practice.* Hershey, Pa : Idea Group Pub, 2001, p. 41.
14   VYSEKALOVÁ, J.: *Chování zákazníka: jak odkrýt tajemství „černé skřínky".* Praha : Grada Publishing, 2011, p. 80.

2.5 4I model

The 4P model (price, product, promotion, and place) is used to achieve a traditional and optimal marketing plan. But for an online marketing process, the more suitable alternative is the 4I model, which includes integration, interaction, identification and intensity. This model is suitable mainly for online businesses. Integration means customer integration, company integration and environment integration. Customer integration is basically dividing the customers into different groups according to certain attributes and criteria. The position of the company among its competition is the company integration. Environment integration means that the company will choose exactly those services, which it wants to provide. Interaction includes communication with other companies, the customers, intermediaries, suppliers and so on. It is important for a company to set the level, on which they want to communicate with the others, to decide which information intermediaries to use, and if they want customer feedback. A company should establish its identity depending on the preferences, needs, behaviour, relations, awareness and attitudes of customers. It is also important to identify the digital environment, in order to adapt to the diverse economic, political, cultural and technological differences. It's inevitable for every company to decide the intensity of addressing and acquiring customers, intensity in the area of communication and contact with them, and intensity of the five step model – need recognition, information search, alternative evaluation, purchase decision and post-purchase behaviour.[15]

3 Behavioural analysis of online shopping customers in the USA and in the Slovak republic

The company Walker Sands Communications carried out a survey in 2013, named The Walker Sands 2014 Future of Retail Study, which analysed the behaviour and preferences of consumers shopping online. The survey was done on a sample of 1046 respondents – their shopping habits from the previous year were taken into consideration, and based on that, future predictions were determined. Their responses were divided according to demographic data, including income and gender.[16]

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15   Ibidem, p. 81.
16   WALKER SANDS COMMUNICATIONS: *Reinventing Retail: What Business need to know for 2014, Walker Sands 2014 Future of Retail Study.* [online]. [2015-09-15]. Available at: <http://www.walkersands.com/images/files/WS-Reinventing%20Retail_DP%20 contact.pdf>.
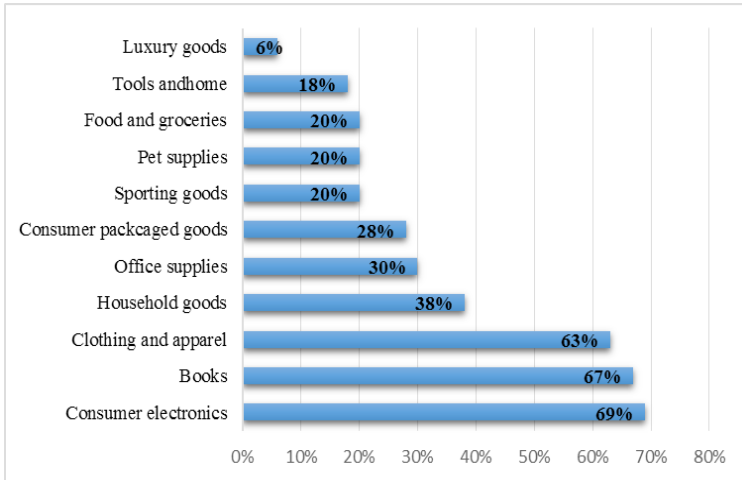
Chart 1: The most common types of products purchased online in USA
Source: Walker Sands Communications: Reinventing Retail: What Business need to know for 2014, Walker Sands 2014 Future of Retail Study. 2014

Consumers in the USA are buying: electronics (69%), books (67%), clothes (63%), household items (38%) and office supplies (30%). A survey, we carried out in Slovakia in 2014, on a sample of 193 respondents showed, that Slovak consumers shop online mostly for clothes, shoes, fashion jewellery – 20%, followed by services (19%), electronics (18%) and books (14%).
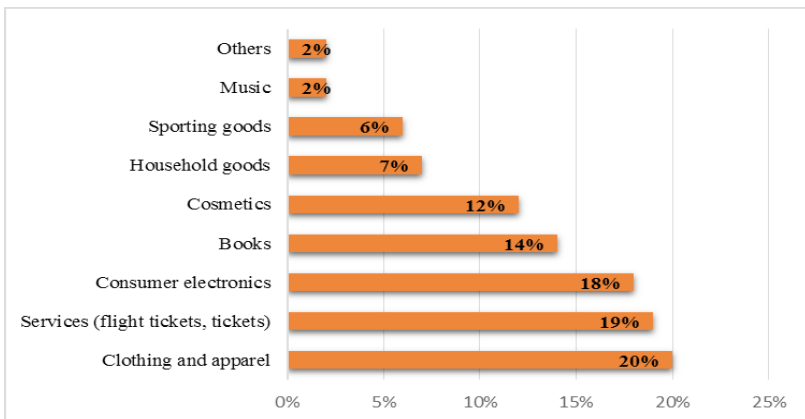
Chart 2: The most common types of products purchased online in Slovakia
Source: Own processing

Furthermore, another thing stemming from the Walker Sands Communications survey is, that the main reason, for which consumers shop online, is free shipping. This was stated by 80% of consumers in the USA. Other reasons for choosing an e-shop were: overnight delivery (66%), the option to return or exchange a product for free (64%) or less complicated complaint system online. (48%).
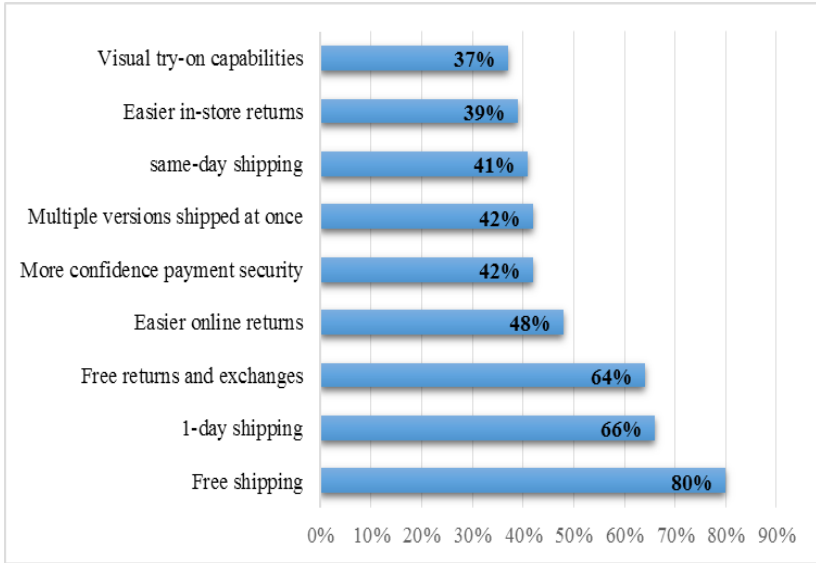
Chart 3: Top drivers for increasing online spending in USA
Source: Walker Sands Communications: Reinventing Retail: What Business need to know for 2014, Walker Sands 2014 Future of Retail Study, 2014.

There are certain differences when compared to our survey. Slovak consumers choose a particular e-shop mainly based on the price of a product or service. This reason was mentioned by 31% respondents. Following are the references for the e-shop (23%), delivery terms (18%) and payment terms (13%). A survey carried out by the company Janrain in December of 2010 focused on the stance of online shoppers towards registration in an e-shop. It was carried out in Oregon, USA, on a sample of 657 respondents and it showed, that if an e-shop requires registration, 54% American respondents leave and never visit again, 17% would rather visit a different e-shop and 25% will go on with the registration.[17]

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17   *Janrain: Survey Shows Majority of Consumers Resist Registering Prefer Social Sign-In.* [online]. [2015-09-18]. Available at: <http://www.janrain.com/about/newsroom/press-releases/survey-shows-majority-consumers-resist-registering-online-prefer-social-sign/>.
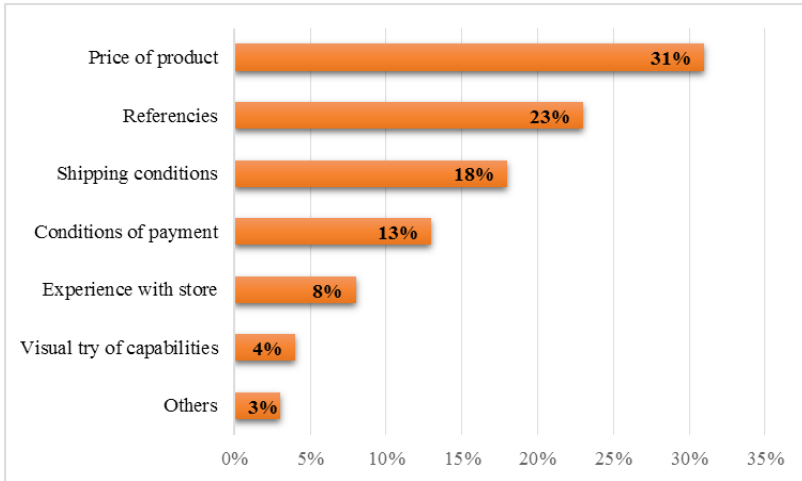
Chart 4: Top drivers for increasing online spending in Slovakia
Source: Own processing

Chart 5: Reaction of consumers when they are required to register in online shop in USA
Source: Walker Sands Communications: Reinventing Retail: What Business need to know for 2014, Walker Sands 2014 Future of Retail Study, 2014.
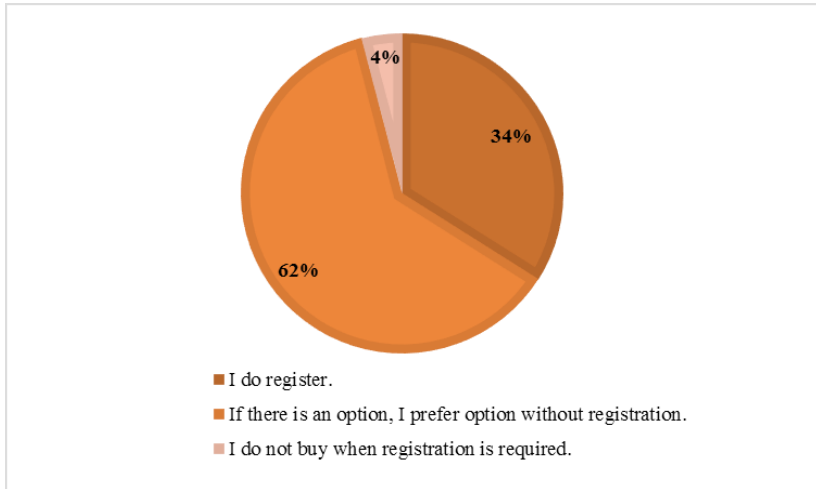
Chart 6: Reaction of consumers when they are required to register in online shop in Slovakia
Source: Own processing

Slovak consumers prefer to shop without registration. If they can make a purchase without registration, 63% of the respondents would do so. 35% take the opportunity to register.

Conclusion

Revenues from online sales grow every year. E-shops increase their sales even after the outbreak of the economic crisis of 2008, and this trend continues. After taking into consideration all benefits of online shopping, e-shop owners can offer the customer a lower price. It's mainly because of this, that brick and mortar shop owners also add an e-shop, and this results in the increase of the number of total e-shops. Online business made up for 3.3% of Slovak GDP in 2011 and according to estimates, this number should rise to 4.3% in 2016, exceeding the European Union average by 0.2%. Men spend more on online shopping than women in Slovakia. 15% of all online shoppers paid more than 800 € in e-shops in 2012. This number consists of 18% men and 10% women. Women buy clothing, books, cosmetics, products for children and vacations mostly. Men prefer cell phones, auto parts, clothing, TVs and home appliances. There are more online shoppers among women, than among men. 46% of women and 37% men use e-shop services at least once a month. From the age point of view, the biggest consumer group in the first half of 2013 were customers aged 20 – 29 years old (24.58% of the total). However, compared to 2007 (32.54%) and 2010 (30.6%), this percentage is declining. Right after this age group follow the 30

– 39 years old, with 23.88% share. The group, which uses online shopping the least, is the 70 – 79 age group (0.88%). All in all, it can be said, that between 2007 and 2013, age groups 14 – 19 and 20 – 29 shopped online less, while the other age groups grew in number. People with higher vocational education shop online to a bigger extent. On the other side, older people, retired people, residents of smaller villages and people with only basic education shop online less. Most of the customers of e-shops come from the Bratislava Region (19% of the total number of online shoppers). Following is the Nitra Region (13%), Prešov and Košice Regions (12% both) and Žilina, Poprad, Trenčín and Trnava Regions (all around 11% of customers).There is an enormous growth before Christmas. This applies to both brick and mortar stores and e-shops. In 2012, 62% of people bought their presents in e-shops, this represents a slight decline compared to 2011, when the percentage was 64%.

Slovak citizens are using the Internet more frequently, not only to buy clothing, perfumes or electronics, but lately also for grocery shopping, which they have delivered home. According to surveys carried out by the TESCO retail chain, who provides this service, mostly busy people, and women on maternity leave make use of this service, making big family purchases. They buy mostly big packages of milk, mineral water, flour, sugar, but also wine, fruits, vegetables, and washing powders. Online grocery shopping is not that frequent in Slovakia, but there is a certain growth in this area. 41% respondents know about online grocery shopping, according to a survey carried out by the company GfK Slovakia. 13% of these respondents also shopped for groceries online – they come mostly from the Bratislava Region, they are under 39 years old and they have college education. According to an analysis by the company IDC, the popularity of Internet browsing on a cell phone is rising, and should continue to do so in the following years. More and more consumers use their cell phone or tablet to access the Internet. Using these devices, 2% of Slovak customers make their online purchases, even though Slovak e-shops are not yet sufficiently prepared for shopping via smartphones and tablets. It can be concluded from the above-mentioned, that online sales are growing proportionally to computer literacy of the Slovak users, and it is not only the privilege of the young and middle generations. The summary of all the surveys by individuals and independent companies, concerning the behaviour of an online shopper in both the USA and in Slovakia, should make up the foundation for all the companies operating on the online market, when choosing their marketing strategy. That is because this strategy represents a continual cycle, in which the individual sequences – demand measurement, segmentation, targeting and positioning (STP model) lead to a *competitive advantage*.

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INTERNET FOOD SALES SERVICE – BARRIERS
TO THE DEVELOPMENT OF ONLINE GROCERY SHOPPING
IN THE CZECH REPUBLIC

Daniela Šálková – Aleš Hes

Abstract

Services market undergoes constant changes, which to a large extent relate to digitization and use of new communication technologies. Nowadays, businessmen try to attract increasingly demanding customers with new products, new sales channels and new services etc. The aim of this paper was to identify the main barriers of online shopping of ordinary foods (not included alcohol and tobacco products, which are among the most popular products in the field of food products in the case of an electronic method of sale). It was examined what could be the reasons of why contemporary as well as prospective customers reject this relatively new service. The subject of this paper was to identify the barriers that prevent accepting the options of Internet shopping for food in the Czech Republic. To determine the views and attitudes of shoppers, a combination of three methods of data collection was used (inquiry directly on the Internet, direct questioning of consumers at place of purchase in the stone establishments and observing consumers when shopping). Based on the obtained data, various internet grocery shopping barriers were identified.

Key words:
Buying behaviour. Consumer. Digitization. Food. Internet. Sales. Service.

Introduction

Buying behaviour is a set of factors and determinants that influence the final decision of a customer considering the purchase of a certain product. "*The term buying behaviour is defined as the behaviour consumers display in searching for, buying, using, evaluating and disposing of products and services that they expect will satisfy their needs.*"[1] Usually, it is impossible to precisely identify the motives behind the consumer's buying behaviour.[2] "*The form of a purchase decision-making process depends on the individuality of each consumer and their consumer predispositions.*"[3] Consumer behaviour can be understood in isolation, unrelated to behaviour in general and to the micro- and macro-structure of society. In addition to psychology, the sources of information on consumer behaviour include sociology, cultural anthropology, economics and many other fields. "*Most consumer behaviour models are based on a comprehensive approach to consumer behaviour and on an effort to capture its essence.*"[4] With the advent of digitisation,

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1 SCHIFFMAN, L. G., KANUK, L. L.: *Consumer Behaviour*. Brno : ComputerPress, 2004, p. 26.
2 BURSTINER, T.: *The Basics of Retail Business*. Praha : Victoria Publishing, 1994, p. 42.
3 KOUDELKA, J.: *Consumer Behaviour and Market Segmentation.* Praha : VŠE, 2006, p. 38.
4 VYSEKALOVÁ, J. et al.: *Customer Behaviour: Uncovering the Secret of the Black Box.* Praha : Grada Publishing, 2011, p. 13.

modern means of communication are having an influence on all areas of human life. While there were about ten different buying behaviours in the past, there are now about forty.[5] *"Consumers have more power than ever before. From the comfort of their home, they can use 'smart technology' to find the best product and service prices, special offers, secondary distribution markets, distributors and 24/7 stores anywhere in the world."*[6] With the growing presence and capabilities of digital technology, Czech consumers, too, are starting to realise the benefits of online grocery shopping.[7] Compared to conventional shopping methods, customers find online grocery shopping to be simpler in terms of convenience, product range and prices. On the other hand, the risk of buying, for example, inferior food that may even be life-threatening, is a disadvantage that may act mostly as a mental barrier.[8] The advantages of online grocery shopping include the availability of a wide range of food for special dietary requirements. Globally, there is a visible shift in dietary patterns towards a more diverse diet.[9] Food producers and retailers can gain a competitive edge by tapping into the rapidly growing Internet use by customers.[10] The reasons for this may include the characteristics of people using online shops. Online shoppers tend to be characterised as innovative, impulsive and less risk averse. Online shoppers are also less brand sensitive and have a positive attitude to advertising and direct marketing.[11] "*Internet communication has almost unlimited potential. However, there are some barriers to selling and trading on the Internet."*[12] Groceries are a very sensitive subject of the customer's interest, and even more so when it comes to online shopping. For that reason, shoppers associate online grocery shopping with multiple barriers that prevent it from really taking off. "*Trust is the number one problem that holds consumers back from electronic commerce. Commerce is based on trust between two parties, be it trading in person, over the phone or on the Internet. It is very difficult to build trust between businesses and consumers on the Internet."*[13] Providing security as part of online grocery shopping remains

5   UNDERHILL, P.: *Why we buy, The Science of Shopping-Updated and Revised for the Internet, the Global Consumer, and Beyond.* New York : Simon and Schuster Paperbacks, 2009, p. 2.
6   SCHIFFMAN, L. G., KANUK, L. L.: *Consumer Behaviour.* Brno : ComputerPress, 2004, p. 54.
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9   KEARNEI, J.: Food consumption trends and drivers. In *Philosophical Transactions of the Royal Society B: Biological Sciences*, 2010, Vol. 365, No. 1554, p. 2793.
10   LIANG, A. R. D., LIM, W. M.: Exploring the online buying behavior of specialty food shoppers. In *International Journal of Hospitality Management,* 2011, Vol. 30, No. 4, p. 855.
11   DONTHU, N., GARCIA, A.: The Internet Shopper. In *Journal of Advertising Research*, 1999, Vol. 39, No. 3, p. 52.
12   BÁRTA, V., PÁTÍK, L., POSTLER, M.: *Retail Marketing*. Praha : Management Press, 2009, p. 47.
13   KOSIUR, D. A. et al.: *Electronic commerce. Principles and Practice.* Brno : ComputerPress, 1998, p. 84.

a key success factor for online stores.[14] *"Online grocery stores are subject to the same regulations as brick-and-mortar stores and stalls. On top of that, an online retailer is also responsible for goods in transit to the customer."[15]* Studies show that trust in online retailers depends largely on the customer's belief that security mechanisms are built into websites.[16]

1 Aim and methodology

The aim of the paper is to identify the major barriers to online grocery shopping in the Czech Republic. The Czech customer has some specifics and shopping for everyday groceries online is a relatively new service. Therefore, the primary aim was to identify what is holding shoppers back from using this new service in the market. Why people are afraid to use this new shopping method and what the biggest obstacles are. Whether they are willing to embrace new shopping methods or whether traditions and worries cause online grocery shopping to fail compared to other forms of distribution. A combination of three data collection methods was used in late 2014/early 2015 in order to determine shopper opinions and attitudes, the first one being an Internet survey (237 responses received), the second one being a consumer survey at the point of purchase in brick-and-mortar stores (246 responses received) and the last one being consumer observation during shopping (this method provided an insight into how people shop and choose groceries and into what poses an impassable barrier to online grocery shopping. The observation focused mostly on how consumers choose their groceries and respond to the store environment). The survey focused on shopping for everyday groceries and the questions did not concern alcoholic or tobacco products.

2 Results and discussion

The buying behaviour of every customer has its own specifics and the Czech consumer has their own distinctive shopping characteristics. Every new service and product must adapt to those customs and traditional demands. Certain specifics are also associated with ordering groceries on the Internet. The article identifies the consumer's concerns and negative attitudes that create barriers to this new service.

14   XIAO, Z. et al.: Trust in online food purchase behavior: An exploration in food safety problem for produce E-retailers. In *Advance Journal of Food Science and Technology*, 2015, Vol. 8, No. 10, p. 751.

15   BOHUTÍNSKÁ, J.: *Sell groceries on the Internet. And deliver them fresh to the customer.* In *Podnikatel*, 2010, p. 21. [online]. [2014-04-26]. Available at: <http://www.podnikatel.cz/clanky/prodavate-potraviny-v-e-shopu>.

16   GEFEN, D., KARAHANNA, E., STRAUB, D. W.: Trust and tam in online shopping: An integrated model. In *MIS Quarterly: Management Information Systems*, 2003, Vol. 27, No. 1, p. 51.

2.1 Barriers to online grocery shopping identified by internet users

Consumers are most concerned about losing direct contact with goods, i.e. that they are unable to see, try and touch the goods in person and check product ingredients and origin at the point of sale. This criterion is up to five times more important than other criteria (Table 1). The personal selection of perishable food represents a major factor that influences how people shop for groceries. The key reasons for people not to buy groceries online include, among others, direct control over the selection of goods, time spent shopping (ironically, many people believe that shopping in brick-and-mortar stores is faster) and a lack of trust in the seller to choose fresh and high-quality goods, in particular fruits and vegetables (shoppers are afraid that groceries may not be selected and shipped under the right sanitary conditions). Consumers do not believe that the carrier will take the time to carefully choose fresh and deliver high-quality goods. A lack of knowledge is the primary reason most consumers are afraid to shop online. An insufficient knowledge of this service and of how it works is evidenced by the reasons the respondents cited, such as product range (consumers believe brick-and-mortar stores have more goods to choose from), opening hours (consumers cite long opening hours as an advantage of brick-and-mortar stores), targeted shopping and lower spend (consumers feel that they spend less in a brick-and-mortar store and are afraid of delivery costs), etc.

Table 1: Reasons why consumers prefer brick-and-mortar stores (part 1)

Reasons	Frequency in %
Control over selection of goods	35.87
Time spent shopping	6.75
Ability to check product freshness and quality at the point of sale	6.33
Difficulty to shop online	5.49
Contact with other consumers	5.06
No online shopping experience	5.06
Distrust in online shopping	4.64

Source: KOF survey

The proximity of a brick-and-mortar store and delivery costs are some of the other reasons cited against online grocery shopping. Many consumers also find it important to have contact with the seller and receive product advice at the point of sale. Some customers view shopping in brick-and-mortar stores as fun or habit while some also mention the need to support small retailers (shopping with small retailers gives them moral and financial support). Warranty claims and delivery reliability are another concern for many consumers. The order to delivery time is viewed by consumers as a major problem connected with online grocery shopping. Many shoppers believe that brick-and-mortar stores employ better staff and that they cannot get information on the best-before date and origin of the goods when shopping online. The unavailability of the service in the place of residence poses another major obstacle. The reasons for people not to buy groceries online also include habits. Consumers are somewhat conservative

and reluctant to change their shopping habits when it comes to goods as sensitive as groceries. This everyday and routine activity is associated with regularity, relevancy and necessity.

2.2 Barriers to online grocery shopping identified through a consumer survey

Since the previous part of the process to identify barriers to online shopping involved only those shoppers who have access to and are used to working with the Internet, the next part of the research took the form of a consumer survey during or after shopping. The survey produced different results. The proximity of a grocery store in the place of residence or along the way home from work/elsewhere was a frequently cited reason to avoid online grocery shopping. The proximity of a grocery store in the place of residence is also connected with other reasons not to buy groceries online, namely with speed and convenience. Direct shopping allows customers to resupply far more flexibly and exactly in response to their everyday needs. If customers buy everyday groceries online, they must wait until the next day for delivery and if an essential item is missing, customers still must go to a brick-and-mortar store. If customers are used to shopping while on their way to work/elsewhere, they buy exactly what they demand, they do not need to wait for delivery and can use the goods immediately (Table 2). Another interesting factor is that many people see shopping as a way of fun or sports, as some form of movement. Some people with a very heavy workload find it important that a trip to the shops gives them at least some of the movement the body needs. In this context, some consumers say that after a day's work with the computer they do not want to spend more time stuck behind it at home (be it for grocery shopping or another reason).

Table 2: Reasons why consumers prefer brick-and-mortar stores (part 2)

Reasons	Frequency in %
A brick-and-mortar store is close to home.	26.09
Shopping in a brick-and-mortar store is fun/relaxation.	13.04
The consumer has no need/reason to buy groceries online.	10.14
The consumer distrusts online shopping.	10.14
No knowledge/no previous experience.	8.70
Delivery time is too long.	7.25
Personal control over selection of goods.	5.80
Online shopping is more expensive.	4.35
The consumer does not use the Internet.	4.35
Online shopping is difficult.	4.35

Source: KOF survey

Other barriers include the grocery delivery time and worries that online shopping will be more expensive. Some respondents also mentioned that they do not have

a way to pay for online purchases as they do not have a bank account. Again, that response results from an insufficient knowledge of the service.

2.3 Barriers to online grocery shopping identified by consumer observation

The consumer observation provided an insight into how consumers behave when shopping. Selected shopping behaviours are shown in Table 3.

Table 3: Consumer shopping behaviours

Long queues make consumers nervous.
Consumers miss a sufficient discreet zone.
Consumers taste fruits (and clean products by rubbing them against their clothes).
Consumers use free tastings.
Consumers carefully select the size of purchased fruits and vegetables.
Consumers communicate together (both random and targeted communication).
Many consumers look for 'Deal' signs.
Consumers ask if they get any gifts for buying certain products.
Consumers misuse bulk discounts by buying more than they are allowed to.
Consumers eat many food items while shopping and often do not pay for them.
Consumers drink beverages while shopping (several empty bottles were found on shelves).
Consumers check the product label very carefully.
Consumers compare product prices.
Consumers are inspired by what they see in other people's baskets.

Source: KOF survey

Every consumer has their own specific habits of grocery shopping. Some consumers are very choosy and take the time to carefully examine the properties of selected products. Logically, these consumers prefer buying groceries in brick-and-mortar stores. It is also reasonable to assume that they do not want their groceries to be handled by strangers. Most of the ways people choose what to buy validate the results of all forms of the surveys that were conducted concerning this topic, i.e. they confirm the fact that the Czech consumer is reluctant to buy groceries online. On the other hand, the fact that people become increasingly nervous as the queues get longer and more aggressive as the space between queuing shoppers gets smaller highlights the advantages of online grocery shopping. When shopping online from the comfort of their home, consumers avoid unpleasant contact with other shoppers as well as conflicts and bad smell that is present in various store sections. The consumer observation also revealed an interesting paradox. A very high number of consumers had little faith in store staff following sanitary standards. But it is the shoppers themselves that very often break sanitary standards while shopping. Shopping for everyday groceries

online is a relatively new service in the Czech Republic. The first major retailer, and still the only one of its size in the market, launched the service in 2012. Most Czech consumers are cautious, sceptical and generally distrustful, needing more time to embrace new products and services. Some of the consumers surveyed say that they refuse to use the Internet and information technology as such. Some customers mention that the service is totally unavailable to them and that they do not have a computer or a similar device and Internet connectivity at home. In result, many respondents have no experience buying groceries online and some mention that there is insufficient competition in this business.

The following seems to be crucial for the further development of online grocery shopping in the Czech Republic:
• Expanding the geographical reach of the service in the Czech Republic,
• Eliminating the distrust of inexperienced customers (e.g. by allowing them to make a test purchase),
• Making Czech consumers more responsive to new things,
• Informing consumers of how expensive online grocery shopping really is,
• Raising awareness of retailers' sanitary standards,
• Drawing attention to the time spent shopping,
• Raising awareness of the ordering process/steps.

Conclusion

Numerous barriers, both on the consumer's and the retailer's side, are preventing a major expansion of online grocery shopping in the Czech Republic. Some can be removed by improving technical conditions while others can be eliminated by adopting more stringent measures, decrees, laws and other legal regulations. Groceries are a significant item in the budget of most Czech households. Online grocery shopping faces several barriers in the Czech market that consumers view as critical and impassable. General distrust and concerns over sanitary standards and the retailer's honesty are followed by the fact that the service provider itself is not ready to deliver to a sufficient number of locations. The unavailability of online grocery shopping is becoming the greatest barrier for the development of this shopping method. But there are also other barriers in addition to the availability, or more precisely unavailability, of the service. These are mostly associated with the consumer. Czech shoppers are reluctant to give up control over the selection of goods and to allow strangers to handle their groceries. The consumer is a subjective individual whose actions are guided by unprescribed norms of their own judgement and personal experience. It is, therefore, very difficult to make them change their attitudes to buying goods as sensitive as groceries.

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PROCESS OF DIGITALISATION OF SOCIETY – DETERMINANT OF CHANGE IN PURCHASING BEHAVIOUR

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Abstract
The radically changing economic conditions in the Czech Republic in the 1990s progressively determined changes in all aspects of social life including the behaviour of consumers and influenced their purchasing, consumption and eating patterns, but also working and, consequently, cultural habits. The Internet and digital technologies are becoming an everyday part of life of people in all roles. The same is logically true of a consumer who buys and consumes products to meet his needs and recover his physical and mental strength. The present article describes the online shopping options available to consumers.

Key words:
Consumer. Consumer goods. Digitalisation. Digital revolution. Innovations. Internet. Purchasing behaviour.

Introduction

Technological progress related to digital technology brings breakthrough, or indeed revolutionary, changes in society. It is a process, which can be termed "digital revolution" – similar to Neolithic and industrial revolutions in the past, it has brought a profound, radical changeover. "*The digital revolution releases us from material things and relocates our activities to a new, virtual world. We can communicate, both individually and on a mass scale, from wherever we are, we do not need to move anywhere and to queue in order to buy something, we remit and borrow money with just a few clicks, we monitor and handle the whole flat including our children here and now from a mobile phone, we can decide whether we feel like driving or have software do the task for us. The pace and depth of social change is breathtaking.*" Thus, the process of digitalisation of society is the result of scientific, technical and technological development and is closely related to innovative entrepreneurship which *"... is a set of business activities specialising in a systematic delivery of innovations. In relation to research and development, business is concerned with bringing the results of science and research to commercial maturity, i.e. placing them on the market. Technology transfer is an important instrument in this process.*" Innovations, in addition to being a potential source of a competitive advantage, represent an important part of present-day economy and exemplify positive changes throughout society. Digitalisation opens the door for decentralisation of processes and cost cutting. In the world of e-business, creating a potential value depends on four interrelated determinants – efficiency, complementarity, integration and innovations.

As stated in European Union's *Digital Single Market Strategy*, the Internet and digital technologies are a normal part of life for a large part of Europeans and

they develop constantly. Once used mainly for working purposes, the Internet now commonly serves people to search for information, to buy and sell goods and services and to communicate with their friends via social networks. Many research surveys have shown that the Internet and digital technologies have become an everyday part of life of Czech citizens. Therefore, virtual shopping can be seen as an Internet-related innovation, which has an effect on the dynamics of customers' purchasing behaviour.

1 Buying decision process

People's behaviour associated with the purchase and consumption of both tangible and intangible assets generally represents a very important aspect of human behaviour. It involves the acquisition, use and disposal of consumer products including services and cannot be taken out and isolated from other activities of a human being present in a society, which has attained a specific degree of development.

The buying decision process is related to the reasons why humans use certain goods (products, services, etc.), the ways in which they obtain, use and dispose of goods and some other factors accompanying the process. The purchasing behaviour of end consumers in the early 21st century is influenced by the processes of globalisation of the world economy and the process of the Czech Republic's accession to the EU. It is a period which is inherently tied up with the Internet and digital technology, factors that brought about changes in purchasing behaviour and deciding how and where to buy or not to buy or to dispose of the bought goods (services). Technological innovations can be a key element of many companies' survival on the market and future successful operation. Despite this fact, we can encounter "individual resistance of shoppers to technological innovations". Appropriate communication strategies can help reduce this resistance, which is caused by a perceived social and psychological risk. Therefore, in the existing conditions, it is necessary to provide for a modern and innovative approach in communication with customers.

2 Online Shopping Options – survey (questionnaire) results

In February to June 2015, a survey was performed at the Department of Trade and Accounting of the Faculty of Economics and Management of Czech University of Life Sciences in Prague (hereinafter the Department of Trade), approaching the respondents with a questionnaire in electronic or printed form. The questionnaire asked 19 questions related to online shopping options. **1,343** answers were obtained.

2.1 Demographic characteristics

In terms of demographic characteristics, 611 men (45.6%) and 732 women (54.6%) took part in the questionnaire survey. The respondents were aged 15 years and above. Chart 1 shows the stratification:
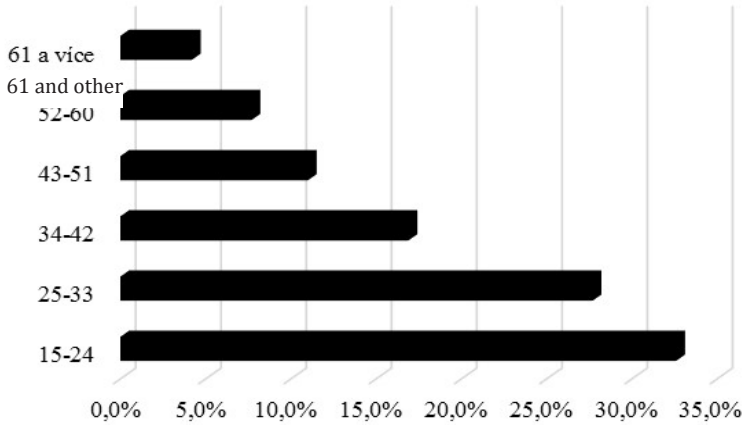
Chart 1: Respondents by age
Source: questionnaire survey by the Department of Trade and Finance, FEM, Czech University of Life Sciences Prague, and independent data processing.

Chart No. 1 shows that the largest number of respondents were aged 15-24 (32.6%); this is not surprising for this age group of Internet followers and users whose "digital" education started in the kindergarten.

In terms of education, most respondents had completed secondary education (60.7%); followed by university education (32.8%), while the lowest number of respondents had elementary and other than secondary or university education, i.e. vocational training, early school leavers, other forms of education.

The demographic characteristics seem to imply that young people and those with secondary education are active and open to a questionnaire survey focused on online shopping. It can be assumed that they tend to spend more of their leisure time on the Internet.

2.2 General characteristics of buying consumer goods online

Most respondents use the Internet in search for information (94.5% respondents), communication (85.5%), shopping and Internet banking (84%). The first two figures are comparable with the results of a similar survey: "*People most often use the Internet for communication and retrieval of information. They appreciate*

that it simplifies contact with their close relatives, knowledge of goods available on the market and management of personal finances. Watching videos and webcasts are becoming common activities. This is obvious from other published results of Mediascope, an international survey focused on media consumption by Internet users, inquiring into the activities of people on the Internet and the main benefits of the online world."

Time savings dominate as the main **advantage of shopping for consumer** goods online, followed by several advantages of comparable weights (favourable prices, wide range of products, unlimited opening hours, home delivery, etc.); shopping at the last moment is at the tail of the list of advantages. **Disadvantages** are dominated by the impossibility to inspect the product, followed by distrust of the seller and poor security of personal data.

Another question concerned the reasons that would move the respondents to switch from buying groceries in traditional stores to buying them online. This is shown by Chart 2:
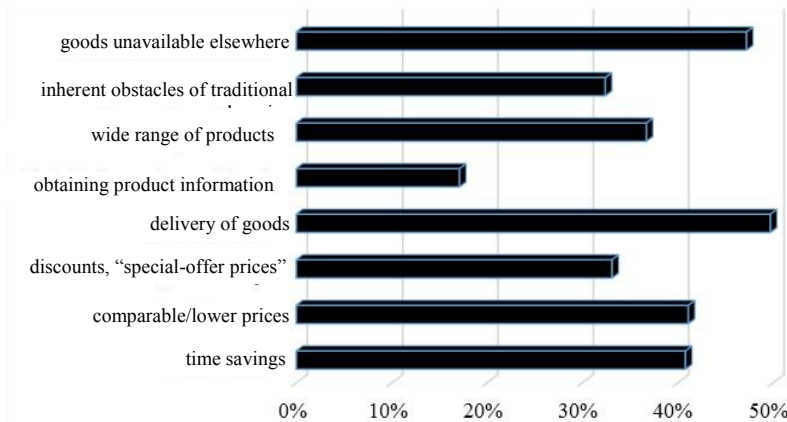
Chart 2: Reasons that would move shoppers to switch from buying groceries in traditional stores to buying them online

Source: questionnaire survey by the Department of Trade and Finance, FEM, Czech University of Life Sciences Prague, and independent data processing.

1,185 of the total 1,343 respondents, i.e. about 88%, had at least one experience with online shopping. Of these respondents, 57.3% make an online purchase once per month and 0.9% at least once every day. They most often buy electronics (59.7%) and clothing (48.6%), while car maintenance articles, CDs and audio recordings were the least sought-after items. Methods of payment are dominated by cash on delivery (60.4%), while payment made by postal order is the least frequent method (1.1%). The respondents chose their online store

based on price (75%) and personal experience (65.4), as opposed to availability of branded goods (this seems to be due to concerns about pirated goods).

2.3 Buying groceries online

Only 142 of the 1,343 respondents stated that they shopped for groceries online. This is a relatively small percentage – less than 11%. Table 1 shows what the respondents considered to be the advantages and disadvantages of shopping for groceries online. Home delivery is most often seen as an advantage while the impossibility to inspect the product as the most remarkable disadvantage. This is logical because visual appearance is often the decisive criterion for those who buy food.

Table 1 Advantages and disadvantages of shopping for groceries on the Internet

Advantages	in %	Disadvantages	in %
• home delivery	64.7	• impossibility to inspect the product	74.3
• time savings	60.8		31.6
• unlimited opening hours	48.9	• distrust of the seller	31.2
• avoiding crowds	41.0	• limited shelf life	31.2
• wide range of products	34.6	• impersonal sale	28.1
• competitive prices	28.7	• security of personal data	23.9
• access to information	11.3	• payment security	19.7
• other	5.6	• problematic delivery	17.4
		• violation of privacy	14.8
		• lack of clarity	12.5
		• other	3.9

Source: questionnaire survey by the Department of Trade and Finance, FEM, Czech University of Life Sciences Prague, and independent data processing.

Another question was directed at experience with shopping for groceries online. The largest number of the respondents are not interested (39.6%), 23% shopped several times in the Czech Republic and 22.6% were planning to try. Only 429 of the 1,185 respondents, which is less than one half (36.2%), have at least one experience with shopping for groceries online, usually once per year.

The scale of grocery items bought online is interesting: it is logically dominated by non-perishable food (38.7%), products for special nutrition (35.7%) – this includes food for consumers with a disease requiring a specific diet, followed by coffee and tea (32.3%) and alcoholic drinks on the 4th position (28.6%). Chart No. 3 shows the structure of food products and drinks bought online. It is obvious from the figures that food of daily use and perishable food are less preferred by those shopping online. In addition to frozen products, this includes bread, meat and meat products, vegetables and fruits, milk and milk products.
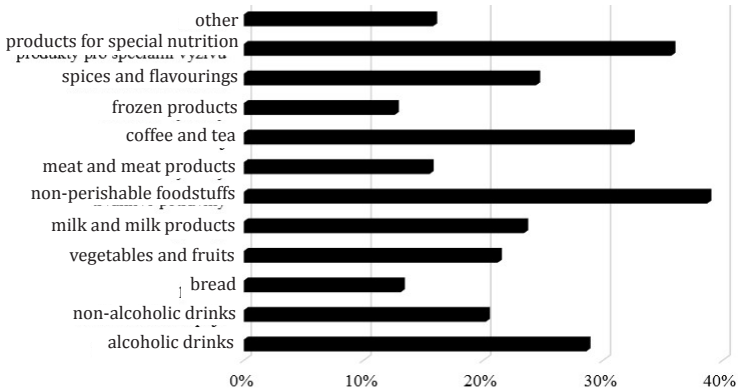
Chart 3: Products most often bought online by the respondents
Source: questionnaire survey by the Department of Trade and Finance, FEM, Czech University of Life Sciences Prague, and independent data processing.

Respondents who buy food and drinks online most often paid by payment card (50.1%), followed by payment on delivery, by bank transfer and in cash. This somewhat deviates from the usual methods of payment for other consumer goods bought online.

The selection of the online store to use is the same as for consumer goods. The most important criterion, price, is followed by personal experience and recommendation from other people. Price is the key criterion also in decisions on shopping in traditional retail shops and wholesale establishments.

Conclusion

At the present stage of social development, shopping online has become an undisputed and common part of the purchasing behaviour of consumers. The research on "Online shopping options" with 1,343 respondents fully confirms the assertion made in the previous sentence. This applies especially to young respondents who are growing up and receiving education in a digitalised society and the Internet has become an indispensable part of their lives. Development is unstoppable; the world of computers has offered consumers friendlier shopping than traditional stores. The online world has its advantages and setbacks. The process of digitalisation of society is progressively becoming, either directly or indirectly, an important determinant of change (positives and negatives) in the purchasing behaviour of consumers in the Czech Republic.

Credits: for the opportunity to use the results of the questionnaire survey "Online shopping options" with participation of 1,343 respondents aged 15 years and

above. The survey was carried out at the Department of Trade and Accounting of the Faculty of Economics and Management of Czech University of Life Sciences in Prague as part of the teaching of economic subjects.

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A DIGI-GENERATION FOR A NON-LINEAR REALITY. THE "OLD WORLD" AND THE COMING OF A "TWO-DIMENSIONAL REALITY"

Stefan Stanciugelu – Iulian Rusu – Dumitru Iacob

Abstract
The paper aims to make an open conceptual proposal concerning the change and the adaptation of our research methodologies to the new reality of our days that presents itself as a non-linear reality. The generation of the today teenagers is living more and more into a "bi-dimensional" world. The "Two-dimensional reality" as a reality of (i) face-to-face interaction and (ii) web-interaction by the "addiction" of the teenagers to their different web-communities requests an adaptation of the research methodologies to the new type of research subjects who spent three hours per day in web communities or talking to their friends online. For instance, if we have resources only for one research, which kind of research would be more appropriate to choose: the face-to-face interaction or the online interaction with each of the members of the target-group? Are we sure that the classical face-to-face interview, for instance, is the most appropriate research approach?

1 The purpose of the paper

A previous work related on the values of freedom and responsibility – their function and content for the young people of today as permanent participants in web-cultures and web communities signalled a series of questions about freedom, accountability and fundamental values of the society that do not find their answer yet for online communities and the entire Web world.[1] Also, the empirical research support in which we tested the reactions of the newly students suggested the need for a new theoretical model adapted for this kind of Web-reality and the young students' answers to various categories of the sacred – secular and religious.[2] In this paper we aim to identify a set of conceptual

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1   STANCIUGELU, S., IACOB, D.: Sacred in online communities. About the foundation of freedom through responsibility. In *European Journal of Science and Theology*, 2013, Vol. 9, No. 5, p. 117-133.
2   To illustrate the difference between the religious sacred and the profane sacred. In general, the sacred refers to something that cannot be questioned and that is accepted as true and real by itself – ex. God, the Bible, for some of us the freedom or the trust in ourselves or the justice playing the same role of undisputed values which are based on a secular principle – ex. the evolution of humanity towards communism as an historic necessary era, in the Marxist interpretation. (For more information, see: ELIADE, M.: *Sacru si profane*. [online]. [2015-12-12]. Available at: <http://ro.scribd.com/doc/2543246/Mircea-Eliade-Sacrul-si-profanul>; CAILLOIS, R.: *Omul si sacrul.* Bucuresti : Nemira, 2006; HUIZINGA, J. R.: *Homo Ludens: incercare de determinare a elementului ludic al culturii.* Bucuresti : Humanitas, 2012).

benchmarks for a new theoretical model suitable for understanding, analysing and explaining this "new world" – the Web-Reality and its Web communities. The theoretical model related to this new "Web-reality" which adds as an autonomous world to the „normal" social reality will be built gradually. It will be presented in the present analysis trough some key concepts, such as Digi-generation; linear reality / non-linear reality; interdisciplinary/transdisciplinary methodology of social research; one-dimensional world / two-dimensional world.

2 Linear and non-linear reality: a mismatch between our biological brain's programs and today reality

Neurobiological researches show that man is the only species whose brain has continued to evolve over the last 250,000 years.[3] More specifically, for most mammalians the brain evolution ended about 2 million years ago, while humanoids have recorded evolution and acquisitions, changes in the brain – particularly the spectacular growth of the neo-cortex – in the last 250,000 years. Even if we cannot explain this phenomenon of the development of the human brain during this time, it could be tested and proved biologically. It is also demonstrated that the evolution and the changes of the human brain appear to have stopped 50-60000 years ago, when all our biological brain's programmes were finalized. In popular terms, the human brain was fully developed as it is today during the period we call "Stone Age".[4] It seems that no any other new acquisition at the level of structure, component, physiology, intellectual performances has been recorded since then. Which it means that a teenager would meet at the mall a young man from 50,000 years ago, it is presumably that the young "primitive" person would need little time to learn to connect to the Wi-Fi network and to use a tablet or a laptop, or to call from the mobile phone his fellows who came to visit for cultural exchanges, looking for the desired shop on the online map of the mall with 50 hectares of shops on 5 levels. The comparative perspective from above suggests that the functions and intellectual abilities of our young ancestor of the imaginary experiment were created simultaneously with ours and that despite the "ages of civilization" there is no difference between our brains, with provided that our ancestor quickly receive a minimum education in order to allow him to use today's technology. More specifically, our brains have the same implicit biological programs (the mammal part of the human brain) and the same operating capacity under equal knowledge conditions.

The problem posed by the previously mental experiment, judging from hindsight now – it seems that our brain has remained at the level and capabilities of the Stone

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3   DISPENZA, J.: *Antrenează-ţi creierul! Strategii şi tehnici de transformare mentală*. Bucuresti : Curtea Veche Publishing, 2012, p. 49; NUTĂ, A.: *Mai mult de 10%. Unitatea pe verticală a creierului*. Bucureşti : Editura Sper, 2007, p. 21-34.

4   KLEIN, S.: *Formula fericirii. Minunatele descoperiri ale neuropshihologiei de astazi*. Bucuresti : Humanitas, 2013, p. 73-74.

Age in human history. This means that we still live in a historical stage in which the evolution of the brain is stopped and in which the biological programmes are finalized in terms of capacity for knowledge, understanding, explaining, reaction and counter-reaction planning, but especially in terms of biological programs that belong to the midbrain, also called the emotional brain. From such an historical perspective, we do have two lines of evolution – (i) that concerning the human brain, which has not progressed and has no "upgrade" and (ii) that related to Reality – created by individual brain and the "social" brain – social interactions, the result of social knowledge in every human community – which has evolved constantly and which has historically been participating to more efficient technologies, until the unimaginable and the unanticipated technology of online communication and analyses made by the "artificial brains", hugely superior in certain human abilities such as data storage, speed communication, time communication, operating with data – to technologies that can provide today on the computer screen on which you are connected, images or ideas that you think about while being monitored and connected to a 6 million soft twigs stored in the computer's memory and with the brain networks that are enabled in order to produce the image that you have in your mind. The long last sentence that we wrote here contains data and information that exceed in complexity – and hence the difficulty of their planning-conceptualizing-prediction – any glimpse of the Stone Age reality – the reality for which our brains were created. If the reality that I described above through a tiny fragment is complemented by the idea concerning the relations of a person who makes a test, e.g. on a computer simultaneously with other communities of researchers from another continent – and they do an experiment in the same time and communicate at all times, to which we add the banking relations between the two groups and their financiers and copyright legislation, and also their desire to see their names in the most prestigious journals or on the list of Nobel Prize next year, is when we realize that we live in a reality for which our brains have not been created and for which the Natural Intelligence of Evolution (we can give it any name) did not have in mind when human brain evolution has ended, with its default programs of survival and development.

The reality for which our biological default programs were created – "The platform of survival programs" – was what we can call a linear reality, in which the cause and effect are often obvious and in which there is a limited number of sources of threats and vulnerabilities, which we can know from early childhood, as it's seen by neo-evolutionists. They are all material sources of threat, controllable and predictable vulnerabilities, often predictable based on individual and social current knowledge inherited in the community of affiliation: *What should we do when it rains? What social dangers threaten us more often? What to do if the aggressive neighbour tribe has "developed" a pact with a warrior bigger tribe during a ceremony from which we know – trough the cultural signs such as intensity, chants, smoking peace pipe, animal slaughter etc. – that it's a social fact of "twinning" which means cooperation including in the event of war?* Even if we do not know the real nature of the causes and we cannot explain, we know how

to react to these situations that belong to a simple reality. In the simple, linear reality, everything is sensational is relevant – at least this is one of the traits on which the human brain is being built: in the primitive world of tens of thousands of years ago everything which was sensational was relevant: "In a certain point in the process of co-evolution with the habitat, our guiding system went crazy; It was transplanted into a world where what is relevant is often boring, devoid of sensational.[5] Our intellectual device is designed for "a linear causality" in the sense of association of simple relationships between variables, this simplicity being associated to the Stone Age reality when our biological programmes finished their evolution: the more I train the muscles of my fingers, the more powerful the fingers become (until a certain maximum, of course); the more careful I am when looking for the predators around/consolidating the entrance of our cave for self-defense, the greater my survival chances are. For a Linear Reality: "(…) an increase of 10 % of the money from a bank is equivalent to an increase of 10% in interest income and an increase of 5% to the servility of bank's staff'".[6]

The contemporary reality is a non-linear type of reality, so linearity is rather an exception today,[7] in which what we do not know it is often more important than what we do know.[8] The linear reality presented until now is heading towards the definition of what N.N. Taleb called "Mediocristan": simple reality, without multiple causality, where there is and manifests the tyranny of predictability – for instance, when the sample is big, none of the pieces composing the sample will change significantly the Sample, when one element changes its characteristics.[9]

Non-linear reality has the characteristics of what Taleb calls "Extremistan" – a complex reality, as it's usually manifesting our society today, situated under the "tyranny of unpredictability" and the "tyranny of the accidental": in it often the Whole depends fundamentally of one of its elements. This is a reality where extreme inequalities work – one element of the Whole reverses the proportions and the weights of the elements within the Whole.[10] In the nonlinear type of

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5   TALEB, N. N.: *Lebada Neagra. Impactul foarte putin probabilului*. Bucuresti : Curtea Veche Publishing, 2010, p. 120.

6   Ibidem.

7   Ibidem, p. 121.

8   Ibidem, p. 17.

9   The number of calories consumed in a year – approx. 800,000 is not affected by the number of calories consumed in a single day, no matter how large it may be. (For more information, see: TALEB, N. N.: *Lebada Neagra. Impactul foarte putin probabilului*. Bucuresti : Curtea Veche Publishing, 2010, p. 61).

10   In a crowd of people who are randomly selected, whom we calculate their total amount of calories consumed in the same day, no person has consumed so many calories such as to destabilize the whole or average number of calories consumed by the crowd, no matter how much that single person may have consumed. If we introduce the criteria of bank accounts in order to establish the average income in the same crowd, by adding Bill Gates, the percentage of his accounts in the total amount of the income unbalances dramatically the whole and the share of the individual elements in the

reality appears and dramatically changes the evolution of the domain/society/ fragment of social reality (in good or bad) what the author called the "Black Swan": a rare, unexpected, random, unpredictable and with serious / exceptional consequences event in the domain in which it occurs. *Non-linear reality* thus refers to a form of social / economic / cultural / political / technological interaction where relatively simple, direct and obvious relation between causes and effect works only at simple levels and departments of organisation and interaction. Non-linear reality must be understood in the present work, particularly in terms of a *new world*, which creates a new kind of individual and social identity – Web-*identity* and a new collective character: the Digi-generation. *If you bring into question* the generation of teenagers today who participate most actively in the world of compressed communication, with short sentences and with almost permanent images, along with the permanently predisposition to use and search (i) the image instead of the word, (ii) the film about the history of humanity, instead of a substantial book history of the mankind, *then it becomes more clear that it has arisen a new world* – the world of online with its immediate effects – the *online community* and the *online communication* that focuses and operates around a collective character: *Digi-Generation*.

3 The coming of the "two-dimensional world"

This "coming" of a "secondary reality" it is more a metaphor that tries to illustrate the split of the today reality in (i) The "traditional" reality of social interactions of face-to-face type and (ii) The online reality, or Web-reality, as a world of indirect interactions mediated by the online communication technology. This bi-dimensional world generates an adequate social identity, built on the same bi-dimensional logic, in which the type of personality and the psychosocial typologies associated and constructed by theories and "old" empirical research, in the sense of "previous the Two-dimensional World" seem to become inappropriate. "New World" we are talking here has its own online communities that shape and function as tools and social spaces. Along with this "new world", appear new values related to principles of communication, a new unwritten ethics, different from the ethics of the "real world" – the world of face-to-face interactions – and a socialization conduct mediated by a technology that does not allow authentic communication (e.g. online communication does not incorporates gestural communication – the biggest part of our message in cluster communication has a non-verbal form, which involves direct contact of the participants in the dialogue). In light of an almost absolute freedom that Web-community allows, it is difficult to identify any manifestation of an equivalent absolute responsibility, using Sartre's correlation between liberty and responsibility: it is well known that many cluster communication mediated by technology allow or leave open behaviours, reactions and attitudes of which in real un-technologized social life,

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whole. (For more information, see: TALEB, N. N.: *Lebada Neagra. Impactul foarte putin probabilului*. Bucuresti : Curtea Veche Publishing, 2010, p. 62-64).

you may rarely adopt. In the shadow of web-false identities you can say things and develop activities that are at risk or may violate any code of un-mediated communication which you can hardly imagine it would be possible in any face-to-face situation.

The "New World" to which we refer is practically open to unlimited and unimaginable numbers of direct interactions in the social physical reality. With a message and an identity yet more "personal" than that constructed by the radio or television, there can be "posted" on the Internet messages that can be access by millions at the same time – members of the same Online Community with different structuring degrees – which are totally different from the rules that our biological programmes have incorporated: direct communication communities for which our brain is prepared do not exceed 120 members. Virtually, on cyber-networks we can be "friends" in the same day with hundreds of people and to talk "personally" by the video messages with many of them.

4 The inter- and trans-disciplinary methodology

The immediate consequence of this split of reality in bi-dimensional reality, with their different compartments and types of communication, organizational rules and structure, with values and individual and social personalities and with different social behaviours, with different types of social interaction generates a necessary question: How relevant remain today our scientific research methodologies designed for social realities in which "traditional" groups of interaction work and the "classic" face-to-face relation between the researcher and subjects or the people that are investigated? A new world – with its listed characteristics – seems to suggest the revision of the research methodology, or at least its reorganization by creating methodological tools with logics and theoretical perspectives that illuminate and targets the specific objectives. For example, the student who today is participating in a "classic" research and it is subject of a sociological investigation will have similar answers for the same questions of a questionnaire that was applied 30 years ago? How big is the difference between the responses of the same subject investigated through a questionnaire – active member of various web communities – when he is investigated online and into a face-to-face situation? If we have the research resources for only one of the two types of research – classical / online research – which is preferable to a research group made up of students aged 16-18, who spend an average of 4 hours per day in their web-communities? How do we justify and which may be the arguments against one of the two options? Questions concerning the need of a new methodology could continue. The most handy tool that could contribute in increasing the relevance of the research methodology seems to be the perspective of inter-, multi- and trans-disciplinary perspectives and the complementary instruments that are applied to the same object and subject of sociological investigations, for example.

Interdisciplinary refers to the exchange or loan of research methods from one science to another. In contrast with Interdisciplinary, "*Transdisciplinarity* concerns – as it is indicated by the prefix "trans" –which is in the same time between the disciplines, and inside different disciplines, and beyond all discipline. Its goal is to understand the present world; one of its imperatives is the unity of knowledge", as the Manifest of Transdisciplinarity put it. As B. Nicolescu says, Transdisciplinarity implies also the acceptance of the Included Middle: an event or a thing can be A and non-A at the same time; as the Quantum entity is both particle and wave, without being just particle or just wave only, the event is positive and helpful for the income of a population but with negative effects for another population, a football game is a failure in the final result but is a gain for the information necessary to prepare tactics of the game for the rest of the matches, etc.). Transdisciplinarity accepts in its presuppositions the complexity of a world that is becoming increasingly unpredictable; it includes also the idea of an increasingly complex reality, signalling that our way of trying to understand this nonlinear reality through the 8,000 study disciplines is no longer suitable for the huge wave of information and its fragmentation. "Transdisciplinarity as a Methodological Framework for Going Beyond the Science-religion Debate"[11] implies the existence of a reality structured on three levels, each assuming a set of specific laws or rules that do not work in other worlds or levels of reality (e.g. the laws of macrophysics do not apply to the quantum world; the general rules of interactions within a family do not apply to the other level of reality that is the global society). Another feature of this mode of analysing reality is that in the transdisciplinary research the 'object' of research becomes "subject" – it is being treated equally as a source for production of information, not just as an object of methods and tools of the research. For the particular case of the conjecture of Digi-Generation, Web-Reality and the Research methodology of a non-linear reality, we note that the members of this new digital generation should and have the potential to be involved as subjects of research as well, in terms of classical sociological research. We still treat them today as individuals and groups by the lens of the "traditional" research even though the members of the "Digi-generation" seem to not fit our "traditional" profiles of pupils, students, teenagers.

Conclusion

The theoretical model under construction which we have presented here has 4 key concepts, on which are built the foundations of another approach to social behaviour and to specific interactions of the "New World", different of those of the "Old World", understood as a reality of interactions that involve direct contact and direct communication with the individuals who are being studied. The

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11 NICOLESCU, B.: *The interview of Basarab Nicolescu: Transdisciplinarity as a Methodological Framework for Going Beyond the Science-religion Debate. (Full Video) HD.* [online]. [2015-12-11]. Available at: <https://vlmeo.com/11049541>.

presupposition from which we start is that not only the reality has changed in a fundamental way in "Non-linear Reality", but also individual and social identities have become more complex – which is why a review or an increase of the level of complexity of the research tools seems to be a reasonable conclusion. The four concepts we propose in what we consider a more appropriate approach of the "bi-dimensional world" (real/virtual world) should not be understood as a rigid or perfect "conceptual square". There is something else we do consider a necessity: the need to review and to discuss the ways and possibly the methodology... of the methodological research, the theories of the Reality and the need of inter and transdisciplinary approaches for the same research objectives and purposes. It is hard to avoid the fact of the fundamental change of the today reality. Accepting the idea that the cases of linearity are rather exceptions, the ordinary being represented by non-linearity, a new methodological approach is needed. May be the logical principle of the Included Middle, part of the methodological framework of the transdisciplinarity is a good starting point. The non-linear reality seems to be much more complex than the logical principle of the Excluded Middle. It splits the world, the social situations and the thinking process about the world within the present historical period that seems to request also the integration principle of the Included Middle. Such a new scientific approach of the dividing relationship between two social worlds does not involves a sum or a synthesis of A and non-A, but a constructive solution that avoids the exclusion or the conflict between A and non-A by changing the "Level of Reality" we look from.[12] Such a change may come from the methodological approach. The "Old Traditional Social Reality" and the "New Web-social Reality" is a perspective that involves and uses the Excluded Middle. Our revisited research methodology seems to need a solution to introduce and use the Included Middle in order to analyse this multi (at least bi-) dimensional manifestation of the today social reality.

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12   The debate concerning the Included Middle in the analysis of the Reality is directly related to the work of Stefan Lupasco, the founder of the term and of Basarab Nicolescu. Nicolescu contributed to the definition and the acceptance of the term by introducing the concept "levels of reality", that illuminates the logical principle – what is antagonistic within one of these levels (at least three levels in the study of the natural systems – micromolecular, macromolecular, cyber-space-time) it is possible to work and manifest non-contradictory within another level of reality. Within the world of the social systems Nicolescu identifies multiple levels of reality – individual, geographical and historical communities (families, nations), the level of the whole planet, the level of the cyber-spatial-temporal communities, and the cosmic level. (For more information, see: NICOLESCU, B.: *Ce este Realitatea? Reflectii in jurul operei lui Stephane Lupasco.* Iasi : Junimea, 2009, p. 78-80; In fact, the whole book is an analysis of the foundation and the need of using the Included Middle in analysis the complex reality – "the non-linear reality" of our social world today, that includes multiple levels ike "traditional face-to-face reality" and "virtual reality" as well).

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PROTECTION OF AN "AVERAGE CONSUMER" IN THE DIGITAL SOCIETY – EUROPEAN CONTEXT

Marek Švec – Andrea Olšovská – Ladislav Mura

Abstract

In light of the conference theme this academic paper deals with the issue of legal protection of consumers in the digital society. The authors describe the concept of a typical consumer to whom legal protection is provided by the legal framework as a standard and compare it with the new concept of an "average consumer "that has been established by case law of the European Court of Justice. Special attention is paid to assessment of an "average consumer" in the context of the internet (in the era of a digital society) and the fact that several court decisions issued in the Slovak and Czech Republics have granted higher legal protection to the internet's "average consumer" than to the "average consumer" in other areas of legal relations (for example, bricks-and-mortar shopping).

Key words:
Average consumer. Consumers. Digital society. Legal protection.

Introduction

Consumer protection in the European legal context can be characterised by its fragmented nature and its lack of unified form that has a negative impact on the granting of analogous legal protection to individual legal relations, for example in the area of sales of consumer goods , digital products, misleading advertising or unfair business practices.[1] This fragmentation is best observed in how various European directives[2] and also national legal provisions define the term "consumer".

Internationalisation, globalisation and digitalisation of the society as today's standard phenomena do have, however, an essential influence on the enforcement of fundamental human rights and freedoms and corresponding legal claims by individuals.[3] In particular, in the area of consumer protection it has become ever more complicated to grant legal protection since the member states' approach to defining the term "consumer" varies. This has had a secondary impact on legal opinions by the European Court of Justice that have varied from one litigation to another resulting in a rather ambiguous European case law and verdicts with a dubious applicability in legal practice and/or national

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1   *Medzinárodné právo súkromné Európskej únie optikou pracovného práva.* Bratislava : Friedrich Ebert Stiftung, Office Slovakia, 2015, p. 55.

2   Directive No. 2005/29/EC concerning unfair business-to-consumer commercial practices in the internal market, Directive No. 2011/83/EU on consumer rights and Directive No. 1999/EC on certain aspects of sale of consumer goods and associated guarantees, and/or Directive No. 90/314/EEC on package travel, package holidays and package tours, etc. (Remark by M. Š., A. O. and L. M.).

3   DVOŘÁK, J. et al.: *Občanské Právo Hmotné.* Praha : Wolters Kluwer, 2013, p. 290.

legal frameworks. This is the reason why gradually the concept of an "average" consumer was introduced with the intention to establish a unified parameter in situations where legal protection is provided to consumers in individual EU member states. Given the very dynamic development of social media and the use of the internet in general, the previous concept is no longer adequate and the courts have been inclined to use the more specific term of "average" consumer for the purposes of consumer protection on the internet.[4]

1 "Average" consumer: how the notion evolved

The term "consumer" appeared for the first time in primary European law as early as 1986 in the Single European Act. In spite of that, the current Treaty on the functioning of the European Union does not contain any legal definition of the term "consumer" or "average consumer". A kind of legal definition can only be found in the secondary law of the European Union in the above-mentioned directive; however, definitions differ from each other. For example, Directive 2005/29/ES concerning unfair business-to-consumer commercial practices in the internal market defines a consumer as "*any natural person who, in commercial practices covered by this Directive, is acting for purposes which are outside his trade, business, craft or profession.*" Another definition is included in Directive 2011/83/EU on consumer rights which assumes full harmonisation and states that "'*consumer' means any natural person who, in contracts covered by this Directive, is acting for purposes which are outside his trade, business, craft or profession.* According to Directive 1999/44/EC of the European Parliament and of the Council on certain aspects of the sale of consumer goods and associated guarantees, a consumer is *"any natural person who, in the contracts covered by this Directive, is acting for purposes which are not related to his trade, business or profession."*

The evolvement of the concept of "average consumer" can be described, to a certain extent, as turbulent. It's shaping is a typical example of a specific, different approach of law and law disciplines from that of other social sciences. Thus, various sociological and psychological approaches are not sufficiently applicable to the needs of a certain legal provision that is to be endorsed with a certain projected intention that even corresponds to the content of the mentioned sociological or psychological formulation but where applicable is not capable of bringing the desired legal effects. This statement can be documented by how the concept of the "average" consumer evolved, gradually deviating from its sociological origin to be finally defined as *sui generis* for the purposes of providing legal protection to a natural person of this sort. Thus, the model of empirical understanding of the average consumer used in the past gradually

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4   ZAUŠKOVÁ, A., MADLEŇÁK, A.: *Communication for open innovation: towards technology transfer and knowledge diffusion.* Łódź : Księży Młyn Dom Wydawniczy Michał Koliński, 2014, p. 118.

grew into the so-called "normative" model, following from the case law of the European Court of Justice and becoming a referential framework for current application in practice.

Average Person

Some People   **Most People**   Some People
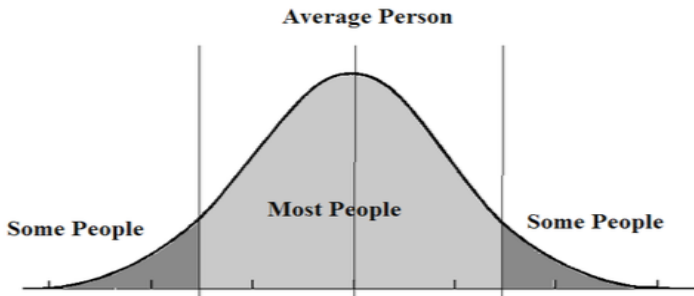
Chart 1: Assessing the "average" consumer in the normative model
Source: MELLOR, J.: *The Average Consumer Generally.* New York : 8 New Square, Intellectual Property, UCL IBIL Seminar, 2015. [online]. [2015-10-03]. Available at: <http://www.laws.ucl.ac.uk/wp-content/uploads/2015/03/UCL-mellor-slides1.pdf>.

The "average consumer" represents an abstract concept of non-homogenous elements. The "average consumer" represents the most appropriate representative of a group of consumers. Thus, in specific cases, it is considered key to observe which specific characteristics of the monitored group of consumers are transferred onto the average consumer in relation to the product that is germane to the situation. Therefore, the "average consumer" is considered as an ideal model to which none of the individuals in a monitored group may specifically correspond to.
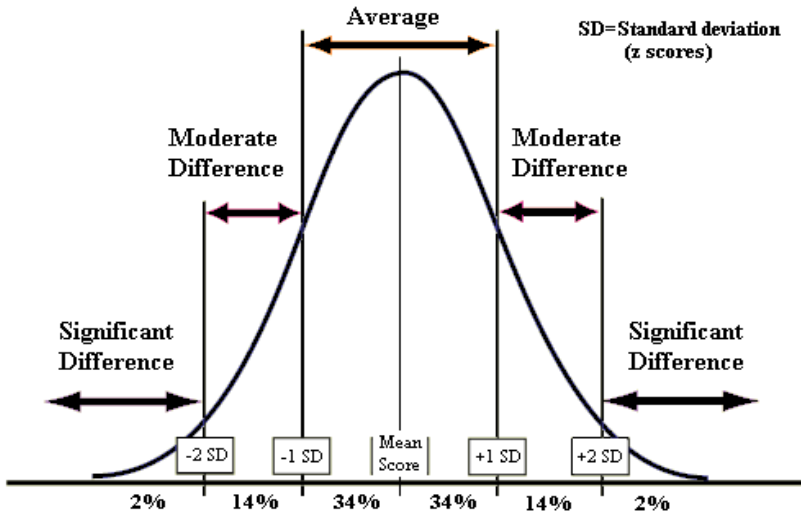
Chart 2: Assessing the "average consumer" in the normative model
Source: MELLOR, J.: *The Average Consumer Generally.* New York: 8 New Square, Intellectual Property, UCL IBIL Seminar, 2015. [online]. [2015-10-03]. Available at: <http://www.laws.ucl.ac.uk/wp-content/uploads/2015/03/UCL-mellor-slides1.pdf>.

First and foremost it should be stated that according to the EU a consumer may only be a natural person.[5] The only exception to this rule is defined in Directive No. 90/314/EEC on package travel, package holidays and package tours according to and for the purposes of which a consumer may also be a legal person.[6]

The empirical understanding of the definition of "average consumer" was grounded in a subjective examination of the term by a judge, who when examining a specific dispute, was to investigate how consumers respond to certain situations and how they could respond to them. As soon as the judge concluded that a consumer could be misled by the behaviour of an enterprise, he also concluded that other consumers could be misled by such behaviour. If the judge were to conclude that he would not be misled by such behaviour, the judge must not make a negative legal conclusion since in the subject dispute he represents a so-called "above-average consumer" and thus does not match the sought "average consumer" whose condition (opinion) is at stake. Hence when

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5   SELUCKÁ, M.: *Ochrana spotřebitele v soukromém právu.* Praha : C. H. Beck, 2008, p. 52.
6   Article 2, Section 4 of the directive states that for the purposes of the directive "'consumer' means the person who takes or agrees to take the package of services ('the principal contractor'), or any person on whose behalf the principal contractor agrees to purchase the package ('the other beneficiaries') or any person to whom the principal contractor or any of the other beneficiaries transfers the package." (Remark by M. Š., A. O. and L. M.).

assessing harm caused to a consumer, sociological research methods have often been used (particularly in the countries of Central and Western Europe), which were designed to test, on representative samples, the behaviour of a critical group of consumers. The reasons for applying sociological research methods followed from the intention to determine a percentage share of consumers in society who could be misled for instance by the advertising activities of an enterprise. Shortcomings of the above-described empirical understanding of the concept of an "average consumer" have, however, materialised in the previously mentioned differing approaches of EU member states.[7] The individual member states have set a differing value of the percentage share that has to be reached (overestimating or underestimating the "average consumer"); the set group of consumers focused on a certain type of product (for example, consumer electronics) and their "expert profile" was based on a certain degree of knowledge of the products upon which the minimum degree of deception was increased (these consumers were familiar with the type of purchased products and their features so they could not have been misled in the manner that "average consumers" had been). Provided that these efforts have turned out to be inappropriate and that such methods have been influenced by the specific sample of the society whose behaviour was taken as an indicator of the assessment, it may be concluded that this was a quite subjective assessment. This is the reason why current case law as well as jurisprudence is inclined to apply the concept of the so-called "normative consumer" that is based on a presumed and/or expected behaviour by a consumer without taking into account a particular sample of society and the focus has shifted to how such a model consumer should behave.[8]

Thus, instead of the empirical notion of an "average consumer", a new, legal concept defining such a consumer emerges, the so-called "**normative model**". The normative model of the "average consumer" is based on the assumption that the consumer behaves in a certain way in a certain situation. Consequently, a judge deciding on a specific dispute examines, upon his/her own discretion and not using any sociological studies, whether the premise of consumer deception has been established or not. The "average consumer" in the normative form takes a certain degree of circumspection and critical approach and it is this consumer against whom the behaviour of other consumers is compared. Such an approach to the definition of "average consumer" was subsequently projected into relevant European legal provisions; however, so far only regarding the issues of unfair business practices.[9]

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7   HAJN, P.: *Komunitární a české právo proti nekalé soutěži (vybrané kapitoly).* Brno : Masarykova univerzita, 2010, p. 27, p. 137.

8   GRABAN, A.: Priemerný spotrebiteľ z pohľadu objektivizácie súdneho uváženia. In *Limits of Law: Olomouc Debates of Young Lawyers 2012. Conference Proceedings.* Olomouc : Leges, 2012, p. 88.

9   ONDREJOVÁ, D.: Hledisko tzv. průměrného spotřebitele v nekalé soutěži. In *Obchodněprávní revue*, 2009, Vol. 1, No. 8, p. 225.

Directive No. 2005/29/EC, concerning unfair business-to-consumer commercial practices in the internal market, in Article 18 defines "average consumer" as a person who *"is reasonably well informed and reasonably observant and circumspect, taking into account social, cultural and linguistic factors"*. An analogy can be made with the Slovak legal framework, specifically Act No. 250/2007 Coll. on Consumer Protection, Act No. 40/1964 Coll. of the Civil Code, as amended, and Act No. 513/1991 Coll. of the Commercial Code, as amended.

The normative model of the "average consumer" and the above-stated definition follows from two key decisions of the European Court of Justice in the cases of Gut Springheide[10] and Thomas Rotter[11]. In the Gut Springheide case, a German egg-producing company, marketed its products under the description "Six Grain – 10 Eggs" and each pack of eggs contained a slip of paper informing about the beneficial effect of the used feed on the quality of the final product. However, such feed accounted for only 60 percent of the feed mix. Therefore according to the German courts, the description of the package insert was misleading. The presented description could have led to the impression that the feed comprised exclusively of the special mix. The meaning of the notion "average consumer" therefore is not static (universal) and national courts and authorities, in order to determine the typical reaction of an average consumer, will have to apply their own judgement while taking into consideration the case law of the European Court of Justice.[12] In the Thomas Rotter case, the manufacturer sought to register a trade mark consisting of a unique shape for an arrangement of sausages. The Court found that "*the shape applied for constitutes an original, even unusual, presentation of charcuterie, but it is nevertheless the case that the.*

In this context, it is worth mentioning an interesting case that occurred in relation to the application of Article 6 of Directive No. 2005/29/ES in relation to the protection of the average consumer and the so-called misleading actions with a European effect.[13] According to Article 6 of the Directive an action is regarded as misleading if it contains false information or "if this information is presented in a way, or in any way including overall presentation, that deceives or is likely to deceive the average consumer, even if the information is factually correct, in

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10   For more information, see: *Judgement of the Court of 16 July 1998, File No. 210/95, Gut Springheide and Tusky v. Oberkreisdirektor des Kreises Steinfur.*

11   For more information, see: *Judgement of the European Court of Justice of 5 May 2009, File No. T-449/07, in the case of Thomas Rotter v. OHIM.*

12   DOBROVODSKÝ, R.: *Selected aspects of Legal Protection of Consumers against Unfair Business Practices: Iustitia omnibus.* Kraków : Spolok Slovákov v Poľsku, 2014, p. 54.

13   For more information, see: The first Report on the Application of Directive 2005/29/EC of the European Parliament and of the Council of 11 May 2005 concerning unfair business-to-consumer commercial practices in the internal market and amending Council Directive 84/450/EEC, Directives 97/7/EC, 98/27/EC and 2002/65/EC of the European Parliament and of the Council and Regulation (EC) No. 2006/2004 of the European Parliament and of the Council ('Unfair Commercial Practices Directive'). Brussels: European Commission, 14.3.2013 COM(2013) 149 final.

relation to one or more of the following elements, and in either case causes or is likely to cause a person to take a transactional decision that would not have been taken otherwise". According to Article 6, Section 1, item g) it is prohibited to mislead consumers with regards to their rights provided in other legal provisions. The national law enforcement agency imposed a fine to a key player on the market selling electronic equipment for having provided consumers with a purchased commercial warranty for services for which they already had that right already guaranteed by law.[14]

2 The "average consumer" on the internet – a shift in the definition of the term

Despite the above-mentioned concept of the "average consumer", which should contribute to the facilitation of legal protection for consumers in legal disputes, further application shortcomings have arisen when an effort is made to use the concept in specific areas and environments within which legal protection should be provided. A typical example includes the area of economic and corporate competition on the internet where the universal definition of an "average consumer" cannot be applied and must be adapted in particular cases, at least to a certain degree. The High Court in Prague ruled[15] that *"the average user of the internet, and therefore also any potential visitor of internet pages, should be perceived as a well-informed user".* In this case, the claimant demanded that the defendant avoid using the domain name a...kove.cz because it made the impression that it was related to the A...K daily newspaper and its website that used the domain a....k.cz that resulted, considering the general familiarity and popularity of the newspaper and the high number of visits to its website, in the defendant acquiring a position in business competition that would not have been otherwise. The High Court in Prague, as the appellate court, examined the interchangeability of both names using the behaviour of an average consumer and decided that the average user of the internet, and thus also any potential visitor to webpages, has had enough experience to be aware of the importance of every letter, numeral, or sign in the designation of any address in the internet, as well as the necessity to use certain domain names to open the requested websites. The court said that it cannot be deemed as substantiated that the "average user" would find the spelling of domain sites confusing and would not

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14   For more information, see: Decision of the Italian Antitrust Office (AGCM) PS7256 – *Comet-Apple Prodotti in Garanzia Povvedimento* n. 23193, 27. December 2011 – the company under investigation was offering a commercial guarantee that included services to which consumers had the right according to existing Directive No. 1999/44/ES of 25 May 1999 of the European Parliament and of the Council on certain aspects of the sale of consumer goods and associated guarantees (for example, a two-year guarantee by law within which the seller is responsible for noncompliance).

15   Judgment of the High Court in Prague, File No. 3 Cmo 460/2005. In ONDREJOVÁ, D.: *Přehled judikatury ve věcech nekalé soutěže.* Praha : Wolters Kluwer ČR, 2011, p. 79-80.

be able to distinguish between them. In addition the court stated the "average user" does not think about, or expect that – on internet sites containing all realistically imaginable variants of the designation of the name A....k – that sites could be found related to the A....k daily newspaper.[16] The degree of attentiveness and circumspection required from an "average user" of the internet is therefore considered to be higher than with a typical "average consumer".

In another decision, the average internet user was considered by the Supreme Court of the Czech Republic[17] in the case of "Bílé zboží" (White Goods). The administrator of the domain bilezbozi.cz filed a complaint against the administrator of the domain bilezbozi.com on the grounds that the administrator of bilezbozi.com had breached the rights of the claimant as a business and trademark owner. The Regional Court in Ostrava, being the court of first instance, dismissed the action but the High Court in Olomouc, as the appellate court, found unfair competitive practices in the case. The defendant filed an appeal that was dismissed by the Supreme Court which ruled that the extensions ".cz" and ".com" were not sufficiently distinctive for a common consumer, who could thus be misled as to what websites he or she is visiting, i.e. who he or she is doing business with on these websites. In this case, the Supreme Court of the Czech Republic confirmed that the demands on the consumer's attentiveness should not be overestimated which is a positive thing, particularly in the environment of the internet.

3 Final considerations

The early days of consumer protection within the European Union were characterized by a differentiated perception of who a consumer or an average consumer was. However, the perception has become gradually more united due to the decisions of the European Court of Justice and application of secondary law. The original empirical model of an average consumer was based on sociological research and was perceived differently in individual EU countries. This was one of the reasons why the model was replaced by a normative model that did not take into account what the consumer was like, but rather what he or she should be like. Such a perception raises the demands on average consumers because the objectives of EU law include not only consumer protection but also ensuring that internal markets duly function. The model of the average consumer makes it possible to find a proper balance between these two seemingly contradictory objectives. An average consumer essentially becomes an instrument to be used by a judge when evaluating the permissibility of business practices.[18] The demands

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16 Ibidem.
17 Judgment of the Supreme Court of the Czech Republic of 3 May 2006, File No. 32, Odo 447/2006.
18 BARINKOVÁ, M., ŽULOVÁ, J.: Understanding the Social Model of Disability in the Context of the Slovak Labour Law. In *Prawo a niepełnosprawność : wybrane aspekty.* Warszawa : Wydawnictwo C. H. Beck, 2015, p. 269-279; DOLOBÁČ, M.: Non

placed on the average consumer cannot be clearly defined and will depend – in each specific case – on the judge's decision. The judge will review the issues taking into consideration the definition of an average consumer (provided, for example, by the directive on unfair business practices) according to which an average consumer is a person who is reasonably observant and circumspect, taking into account the particular circumstances of the case. At the same time, however, the judge will – in each case – consider various other factors. One of the factors that play an important role is the consumer's environment. Therefore, internet users should be specifically considered as consumers who are – taking into account court decisions – knowledgeable and cannot be easily confused even by small differences, for instance in domain names.

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STATISTICAL ANALYSIS OF ONLINE SHOPPING BEHAVIOR OF STUDENTS

Andrej Trnka

Abstract
Article provides insight into the statistical analysis of the behavior of students who buy in the online environment. As statistical units were used students of University of Ss. Cyril and Methodius in Trnava (Slovak Republic). Except to the descriptive statistics we focused on testing of statistical hypothesis. The most frequently test was chi-square test for independence whereby we investigated whether the responses in each group were statistically significant. These results may help in targeting marketing campaigns in an online environment.

Key words:
Chi-square. Gender. Internet. Online shopping.

Introduction

The early related works to online shopping behavior was done by Bellman et al. (1999). Researchers studied the predictors of online shopping behavior. Approximately 10000 people completed the survey that included questions about online behavior and internet attitudes. Authors reported a wired lifestyle for buyers, whose main characteristics are searching for product information on the internet, receiving a large number of email messages every day, having internet access in their offices.[1]

The business relevance of online shopping is most important. A better understanding of customers allows better marketing strategies. It helps online retailers to beat out the increasing competition both on- and offline, too.[2,3] Yang and Lai compared effects of three product bundling strategies on different online shopping behaviors. They collected data of the behavior of 1500 users. They indicated that significantly better decisions are made on the bundling of products when browsing and shopping-cart data are integrated than when only order data or browsing data are used.[4]

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3 YANG, T., LAI, H.: Comparison of product bundling strategies on different online shopping behaviors. In *Electronic Commerce Research and Applications*, 2006, Vol. 5, No. 4, p. 297.

4 Ibidem.

Online consumer behavior has been the subject of considerable research in the last years. Understanding may be difficult, because the main entities involved, consumers and businesses, have been transformed.[5,6] In trust on online buying, women search more information by visiting more products. They are interested in clothing and men are interested in electronics goods. The women are more likely to read the reviews on products. Man showed no significant differences in information search across product categories. This implies that the influence of product characteristics on consumer's information search differs between man and woman.[7,8]

Vrabec in his research argue, that 27,85% of students are online shoppers.[9] Every online shop includes the pictures of products. To keep the copyright of these pictures we recommended using the steganography.[10]

1 Methodology

The aim of our research is to investigate gender differences in online shopping and purchase habits or behavior of students. Our dataset consist of 1052 records. We selected only students who shopping online. After this selection, data set contains 915 records. Students responded to 52 questions, divided into 5 categories:
• demographic and sociological information,
• ability to work on the internet,
• connection methods to the internet,
• online shopping,
• complaints.

For the purpose of this article, we selected only questions about demographic and sociological information and question about online shopping. The questionnaire is available only in online form (via Google Docs). We supposed that all respondents are computer literate. The data collection has taken 2 years and is

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5   KOUFARIS, M.: Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior. In *Information Systems Research*, 2002, Vol. 13, No. 2, p. 210.

6   SVATOSOVA, V.: Motivation of Online Buyer Behavior. In *Journal of Competitiveness*, 2013, Vol. 5, No. 3, p. 14.

7   PARK, J., YOON, Y., LEE, B.: The Effect of Gender and Product Categories on consumer Online information Search. In *Advances in Consumers research*, 2009, Vol. 36, p. 365.

8   PAWAR, S. S., MORE, D. K., BHOLA, S. S.: Online Buying Behavior of College Students. In *Indian Streams Research Journal*, 2014, Vol. 4, No. 7, p. 3.

9   VRABEC, N.: Digitálni domorodci na slovensku: komunikácia a nová identita mládeže v on-line prostredí. In *Communication Today*, 2010, Vol. 1, No. 1, p. 88.

10   HALENAR, R.: Steganography used for copyright protection in Matlab environment. In *European Journal of Science and Theology*, 2014, Vol. 10, No. 1, p. 260.

still available. For results we used descriptive statistical method (frequencies, crosstabs and plots) and hypothesis testing (T-tests, chi-square tests).

We tested these null hypotheses:
• Hypothesis 1: The average age of the responders is 20 years.
• Hypothesis 2: Products shopping online significantly differ by gender.
• Hypothesis 3: Especially online shopping of electronics products significantly differ by gender

The minimum number of responders (sample size) was counted by the formula:

$$ss = \frac{Z^2 \times p \times (1-p)}{c^2}$$

where
ss = sample size
Z = Z value (e.g. 1.96 for 95% confidence level)
p = percentage picking a choice, expressed as decimal
c = confidence interval, expressed as decimal

We determined the confidence interval to the value 0,035 (3,5%). The calculated value of sample size was 784. The number of completed questionnaires was 915 (only online shoppers). Therefore, we recalculated the confidence interval. The new value of confidence interval is 0,032 (3,2%).

2 Results

Total number of completed questionnaire was 948; the sample consists of online and not online shoppers. Table 1 shows absolute and relative numbers of respondents distributed by gender.

Table 1: Cross tabulation of respondents

| | | Have you ever bought online? | | | | Total | |
| | | Yes | | no | | | |
		Count	% of Total	Count	% of Total	Count	% of Total
Gender	Man	268	28,3%	9	0,9%	277	29,2%
	Woman	647	68,2%	24	2,5%	671	70,8%
Total		915	96,5%	33	3,5%	948	100,0%

Source: Own processing

Picture 1 shows relatives numbers from Table1.
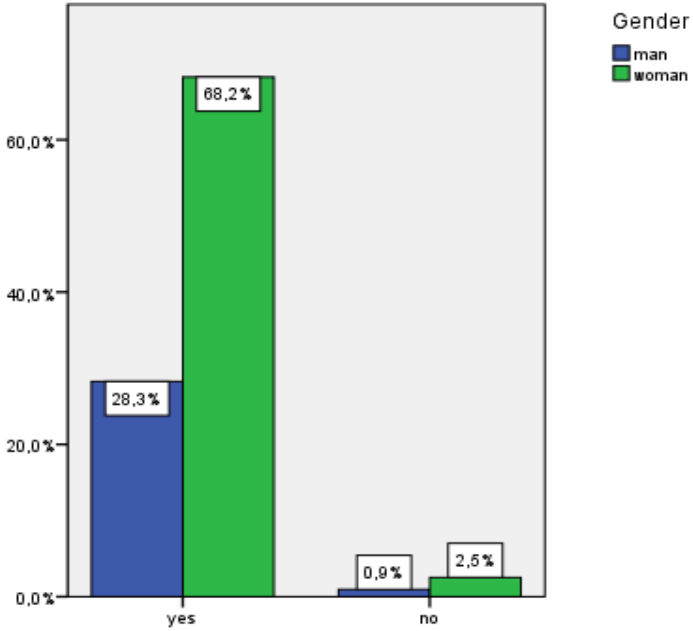
Picture 1: Relatives number of online and not online shoppers
Source: Own processing

As is shown in Table 1, 96,5% of respondents are online shoppers, only 3,5% are not online shoppers. It indicates that the vast majority of students have bought online.
The further distribution of respondents provides Table 2:

Table 2: Question – How often do you buy online?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	often, several times per month	70	7,4	7,4	7,4
	at least once a month	286	30,2	30,2	37,6
	once per 6 months	354	37,3	37,3	74,9
	once per year	168	17,7	17,7	92,6
	Never	33	3,5	3,5	96,1
	as needed	37	3,9	3,9	100,0
	Total	948	100,0	100,0	

Source: Own processing

Picture 2 shows the relative numbers of answers.
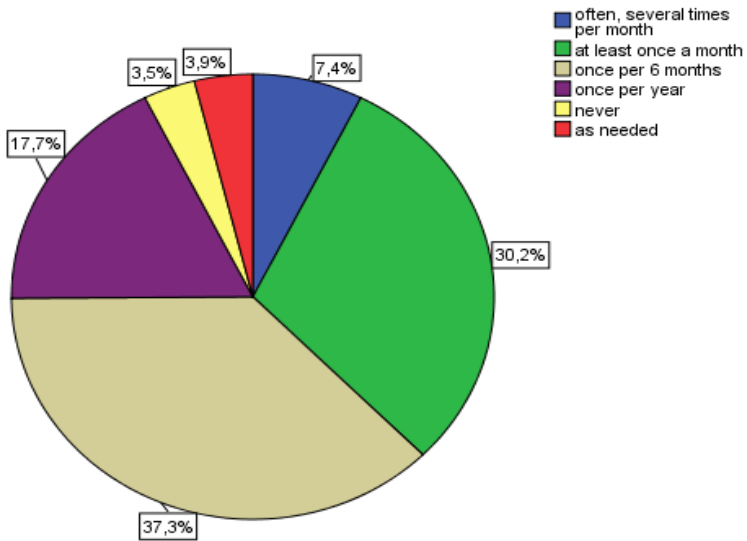
Picture 2: Relatives number of buying frequency
Source: Own processing

The first tested hypothesis was hypothesis 1.
• Hypothesis 1: The average age of the responders is 20 years.

Table 3: One sample statistics

	N	Mean	Std. Deviation	Std. Error Mean
Age	915	20,02	1,491	,049

Source: Own processing

Table 4: One Sample T-test

	Test Value = 20					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Age	,355	914	,723	,017	-,08	,11

Source: Own processing

The results in Table 3 and Table 4 indicate, that the average age is 20 years (t=0,355, p=0,723). It means that responders are full time students.

Table 5 shows products, which are online shopped by man and woman. For next testing are important only products with 5 or more count in each gender (answer „yes"). This condition is due to the testing of hypothesis about the distribution of

responses between genders (Hypothesis 2). The total percentage in each column is counted from 911 respondents, 4 respondents did not answer. This process is characteristic for multi response analysis.

Maximum Man respondents prefer to buy electronics (22,1%), followed by clothes (17,9%) and sport items (13,9%). Women respondents prefer to buy clothes (54,9%), followed by books (38,5%) and gifts (34,8%).

Table 5: Product Shopping Online

	Gender				Total	
	man		Woman			
	Count	% of Total	Count	% of Total	Count	% of Total
Clothes	163	17,9%	500	54,9%	663	72,8%
Electronics	201	22,1%	271	29,7%	472	51,8%
Books	120	13,2%	351	38,5%	471	51,7%
gifts	92	10,1%	317	34,8%	409	44,9%
sport items	127	13,9%	126	13,8%	253	27,8%
Cosmetics	18	2,0%	226	24,8%	244	26,8%
Jewelry	22	2,4%	184	20,2%	206	22,6%
household appliances	46	5,0%	54	5,9%	100	11,0%
Music	50	5,5%	43	4,7%	93	10,2%
software products	55	6,0%	21	2,3%	76	8,3%
Furniture	24	2,6%	52	5,7%	76	8,3%
Food	22	2,4%	29	3,2%	51	5,6%
Cars	32	3,5%	17	1,9%	49	5,4%
baby items	5	0,5%	23	2,5%	28	3,1%
decoration accessories	2	0,2%	4	0,4%	6	0,7%
music instruments of necessaries	4	0,4%	0	0,0%	4	0,4%
necessaries for hobby	1	0,1%	2	0,2%	3	0,3%
Services	2	0,2%	0	0,0%	2	0,2%
healthcare equipment	0	0,0%	2	0,2%	2	0,2%
Tours	1	0,1%	1	0,1%	2	0,2%
Shoes	0	0,0%	1	0,1%	1	0,1%
dietary supplements	1	0,1%	0	0,0%	1	0,1%
Total	266	29,2%	645	70,8%	911	100,0%
Percentages and totals are based on respondents.						

Source: Own processing

As a result of Table 5, we can see the total differences between man and woman in each product. But we are no able to determine the statistical significance of answers between the genders. For this we can use the chi-square test for independence. The value of Pearson Chi-Square and significance is shown in Table 6.

The second tested hypothesis was hypothesis 2.
• Hypothesis 2: Products shopping online significantly differ by gender.

Table 6: Product's chi-square test for independence

Products	Pearson Chi-Square	Significance	Difference
Clothes	25,724	0,000	Y
Electronics	83,205	0,000	Y
Books	6,810	0,009	Y
Gifts	16,492	0,000	Y
sport items	73,809	0,000	Y
Cosmetics	77,140	0,000	Y
Jewelery	44,457	0,000	Y
h o u s e h o l d appliances	15,137	0,000	Y
Music	29,939	0,000	Y
software products	74,268	0,000	Y
Furniture	0,210	0,647	N
Food	5,001	0,025	Y
Cars	32,427	0,000	Y

Source: Own processing

As we can see from Table 6, the distribution of answers between genders is different. Only one answer (furniture) is distributed uniformly. The other products were not assessed, because the number of answers in each gender was less than 5. The results in Table 6 indicate that products shopping online are significantly differing by gender.

The special category in the questionnaire was question about shopping of electronics. The respondents responded to two questions. We are asking about the frequency of shopping electronics and about the reasons of shopping. The answers have been subjected to the hypothesis testing.

Table 7: Question – How many times have you bought electronics in online shop in the last year?

	Gender				Total	
	man		woman			
	Count	% of Total	Count	% of Total	Count	% of Total
at least once	84	9,2%	257	28,1%	341	37,3%
1 – 3 times	90	9,8%	97	10,6%	187	20,4%
4 – 5 times	30	3,3%	22	2,4%	52	5,7%
6 – 9 times	8	0,9%	4	0,4%	12	1,3%
more than 10 times	4	0,4%	1	0,1%	5	0,5%
Never	52	5,7%	266	29,1%	318	34,8%
Total	268	29,3%	647	70,7%	915	100,0%

Source: Own processing
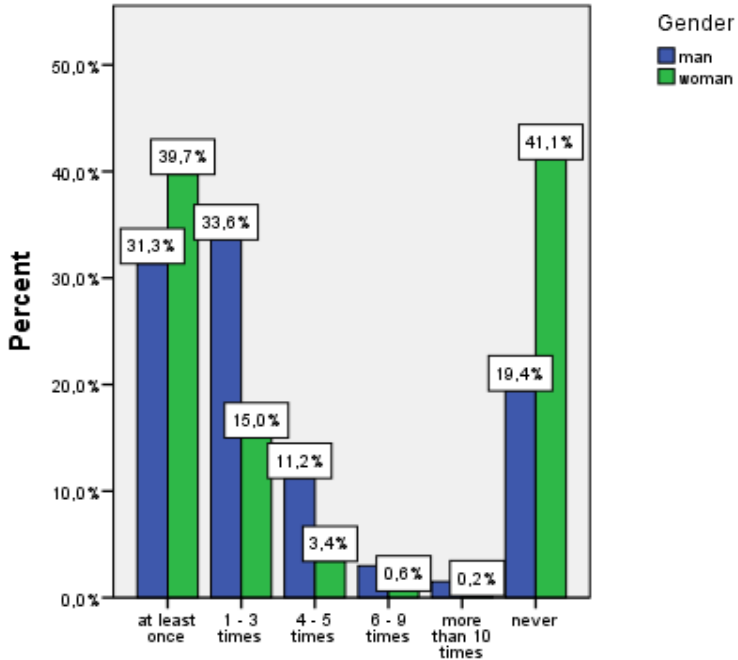
Picture 3: Relative numbers of online shopping electronics – total for each category of gender
Source: Own processing

In Table 7, we can see, that 341 (37,3%) respondents have shopped at least one. But a similar number of respondents have never shopped electronics. Picture 3 shows other view to the number of respondents, who have shopped electronics online. The relative's number of online shoppers between genders seems to be the same. Statistical significance was determined by chi-square test for independence (Table 8). We selected 576 respondents, who have shopped electronics online.

Table 8: Question – What was the reason that you bought an electronic product online?

| | | Gender | | | Total | |
| | | man | | Woman | | |
		Count	% of Total	Count	% of Total	Count	% of Total
	own needs	156	27,1%	262	45,5%	418	72,6%
	references from friends, family	14	2,4%	54	9,4%	68	11,8%
	ads on internet	6	1,0%	17	3,0%	23	4,0%
	ads in the media – print, radio, television	2	0,3%	4	0,7%	6	1,0%
	product price	28	4,9%	33	5,7%	61	10,6%
Total		206	35,8%	370	64,2%	576	100,0%

Source: Own processing

The last tested hypothesis was Hypothesis 3.
• Hypothesis 3: Especially online shopping of electronics products significantly differ by gender.

The returned value of Pearson Chi-Square was 10,940. The statistical significance of this test was 0,027. These results indicate that the reasons of online shopping of electronics products are significantly differing by gender.

Conclusion

Our research on gender differences in online shopping behavior of students indicates the diversity between genders. As we shown in figures and tables, men and women prefer different habits when they are online shopping. This conclusion is supported by hypothesis testing. We have accepted all 3 determined hypothesis. This research is going to continue by testing other dependencies between the variables.

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APPLICATION OF DIGITAL MARKETING BY COMMERCIAL INSURANCES IN SLOVAKIA FROM THE PERSPECTIVE OF CLIENTS

Adriana Zliechovcová

Abstract

Digital marketing in insurance industry has got big potention which is idle so far. It presents opportunity for insurance companies how to address new client segments and achieve higher effectivity of insurance activity. The report is focused to digital marketing issue and ids application inselected commercial insurance companies on Slovakia insurance market. It brings survey of online insurance, technological inovations for clients and communication in digital background. Main intent of the report is to present minds of clients of commercial insurance companies against digital marketing on the base of questionnaire survey and to introduce new challenges of insurance industry which mean utilization of most modern information and communication technologies.

Key words:
Commercial insurance companies. Digital marketing. Marketing communication. Online insurance. Social mediums. Technological innovations.

Introduction

The marketing activities of insurers have gradually changed under pressure from changes in the external environment, in particular customer behaviour and preferences. We believe that this should be perceived and implemented as a business philosophy and integrated function that is intertwined with the overall management of the insurer and intervenes into all key processes from the perspective of the customer. The deployment of a quality marketing strategy requires a thoughtfully-conceived approach, integrated marketing communication, the use of digital channels and positive differentiation. It concerns more than the fulfilment of financial marketing goals; rather, it is concerned more with positive customer experiences and customer satisfaction. The objective should be achieving the highest possible frequency of win-win solutions based on interactions between the customer and the insurer, which are now physical, just as in the past, as well as digital.

1 Justifying digital marketing in commercial insurers

Relations between an insurer and its customers have become more "democratic" and the demands on the quality of insurance have increased. The "7P" marketing mix has expanded to include additional elements, specifically productivity and the quality of insurance services.[1] Productivity is related to the performance and

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1   DASTAG, A. G., ALIGHOLI, M.: *Investigation of the Impact of Marketing Mix (8p) on*

profitability of the insurer while the quality of insurance services is related to positive customer experiences and customer satisfaction. In their relationship with an insurer, customers now seek a quality insurance policy with professional insurance policy administration and expect to be kept up-to-date with a broad range of assistance services and the prompt liquidation of insurance claims. The quality of insurance services is expressed in the content and price of insurance cover and in the way that the insurer provides such insurance cover, how it communicates with the customer, how flexibly it responds to the customer's needs, how quickly it provides information and promptly resolves insurance claims. Insurance clients demand simple, timely and useful interactions that reassure them during adverse life situations.

Digital marketing is a strategic opportunity and is generally considered a new trend in marketing communication based on the exploitation of digital technologies and media in marketing practice. Various tools are used, such as websites, e-commerce, e-mail, mobile marketing, e-webinars, e-bulletins, online communities and geolocation, which focus on winning new and sustaining current clients through multi-channel purchasing processes. The objective is to influence customers to increase their use of online services.[2]

In the environment in which commercial insurers operate, digital marketing may be used for ancillary marketing communication and to sell online insurance using the Internet or mobile applications. Online distribution of insurance products "with discounts" delivers flexibility and convenience to the customer and more cost effective insurance solutions for less solvent customers. Digital marketing includes digital data about customers, which is subsequently expressed in the more precise customer segmentation and greater personalisation of communication tools. Digital marketing communication is excels by delivering improved levels of precision, targeting and speed.

Essentially, insurance requires that the insurer create strong relations with its customers based on trust and fair communication to retain profitable and permanent clients. Dialogue with existing and potential clients is the real advantage, not unidirectional communication. Communication is transformed, becoming more interactive and personal thanks to digital technologies. An insurer should use a broader communication mix including paid, traditional media as the primary delivery channel for advertising messages and to navigate customers to their own digital media. Digital media provides the opportunity to create unique and valuable digital content to attract customers and induce a direct reaction. The digital environment delivers useful information to the customer on insurance options, while customers can also ask specific questions regarding insurance, provide their

    Insurance Policy Purchases. [online]. [2015-09-20]. Available at:
    <http://textroad.com/>.

2   CHAFFEY, D. et al.: *Internet Marketing: Strategy, Implementation and Practice.* London
    : Financial Times/Prentice Hall, 2006. [online]. [2015-09-20]. Available at:
    <https://books.google.sk/>.

contact details or directly purchase the insurance they want. It is indisputable that more interactive and personal communication contributes to greater customer satisfaction and has a positive impact on cross-selling and up-selling activities.

New digital media attract specific customer segments. The most typical group is the Millennial Generation (Generation Y born between 1979 and 1990) which is unable to image a world without information, technology and communication. Another target group is the younger Millennial+ Generation, (Generation Z born between 1991 and 2005), which considers the Internet the most informative (73%), most entertaining (62%) and most trustworthy (34%) medium.[3]

2 Digital options for clients in Slovakia

Digital marketing creates new opportunities to conclude insurance cover using a PC or notebook computer, mobile phone or smartphone and for disseminating insurance services and communication with the customer using digital media.

Digital marketing activities are applied by the individual insurers in different ways on the Slovak insurance market. Not all insurers offer the ability to conclude insurance policies online or by SMS. There are significant differences in the scope of insurance products and digital service applications, let alone the quality of websites and social media communication. In this regard, the Slovak insurance market is a developing market that has long lagged behind more advanced insurance markets and the banking market on the domestic financial market. Table 1 provides an overview of digital solutions for clients in three of the largest Slovak commercial insurers.

Table 1: Digital options for clients of the three largest commercial insurers

Digital solutions for clients	Allianz – Slovenská poisťovňa, a.s. Number 1 on the market	KOOPERATIVA poisťovňa, a.s. VIG Number 2 on the market	Komunálna poisťovňa, a.s. VIG Number 3 on the market
Online insurance Internet	Third party liability insurance Travel insurance Comprehensive travel insurance Household and property insurance Cancellation fee insurance Mountain rescue insurance in Slovakia Employee liability	Third party liability insurance Travel insurance	Travel insurance

3   PROCHÁZKOVÁ, K.: Internet je zábavný, informatívny a dôveryhodný. In *Stratégie*, 2014, No. 6, p. 29.

Insurance Via SMS/mobile	SMS travel insurance SMS insurance for winter sports SMS mountain rescue insurance in Slovakia		
Digital Services	Filing insurance claims Insurance claim status updates Online premium payment Announcing change in policy details Newsletter Smart ProLik – intelligent photo uploading from vehicle inspections	Filing insurance claims	Online premium payment
Participation / link on social media	Facebook Twitter LinkedIn Google plus YouTube		Facebook

Source: Own processing

In practice, digital insurance is applied to the simplest of insurance products, most often travel insurance and third party liability insurance. The primary advantages of online insurance or SMS insurance are the convenient and simple conclusion of an insurance policy, time savings and often better prices. In order for online insurance to function as an alternative sales channel, clients must first be informed of this new option. It is also important to build trust in digital tools as Slovak customers remain quite conservative and suspicious. Other prerequisites include the construction of technical infrastructure, secure electronic signatures and online payments.

As is clear from Table 1, the leader in digital innovations on the Slovak insurance market is the market leader, Allianz – Slovenská poisťovňa, a.s. This insurer offers the broadest range of insurance products and services in digital form and delivers the latest insurance solutions. The long-term application of its digital strategy differentiates Allianz – Slovenská poisťovňa, a.s. from its competitors in a positive manner and strengthens its position as the market leader. This insurer maintains a large gap over the competition in digital applications and adroitly exploits opportunities to win clients from the ranks of the Millennial and Millennial+ Generations. Table 1 also shows that the two other insurers (KOOPERATIVA poisťovňa, a.s. VIG, Komunálna poisťovňa, a.s. VIG) offer significantly fewer digital solutions for clients. Technological obsolescence and the under-exploitation of digital tools in our opinion represent a serious risk for these insurers that may have a negative effect on their earnings in the coming

years. The situation is similar at other commercial insurers with significant reserves in digital marketing.

3 Research – digital marketing from the client's perspective

This contribution includes a presentation of the results of our own questionnaire-based research involving a sample of 614 respondents conducted from June to July 2015. The selected set was selected at random from the clients of commercial insurers in Slovakia and from all regions of Slovakia. Most of the respondents were clients of a commercial insurer for more than 5 years (58%), with another large group of respondents were clients of a commercial insurer for more than 3 years (18%); 14% of respondents were clients of a commercial insurer for more than 1 year while the remainder (10%) of respondents were clients of a commercial insurer for less than 1 year. A majority of the sample, 57%, was comprised of women while men made up the remaining 43%. The survey involved additional socio-demographic characteristics of respondents including age, education, town size and region (Table 2).

The standardised questionnaire method was used to gather data. The survey sought to determine the opinions of commercial insurance clients with respect to online insurance and to identify the primary reasons and risks why this sales channel remains underused. We were also interested in preferences regarding digital tools in insurer marketing communication activities when clients receive information about insurance innovations. Efforts were made to determine the medium that insurance clients were most attracted to in advertising campaigns and if they were influenced by insurer marketing communication via social media.

Table 2: Characteristics of respondents in the questionnaire-based survey

Gender	women	350	57%
of respondents	men	264	43%
Age	18-29	326	53%
of respondents	30-44	208	34%
	45-59	74	12%
	60+	6	1%
Education	basic	6	1%
of respondents	secondary without certificate	28	5%
	secondary with certificate	302	49%
	university	278	45%
Town size	up to 2,000 inhabitants	154	25%
of respondents	2,001-10,000 inhabitants	150	24%
	10,001-50,000 inhabitants	166	27%
	more than 50,000 inhabitants	144	24%
Region	Bratislava	74	12%
residence	Western Slovakia	148	24%
of respondents	Central Slovakia	246	40%
	Eastern Slovakia	146	24%

Source: Own processing

Survey results for online insurance are documented in Graphs 1 and 2. Graph 1 presents the number of respondents who ever concluded online insurance and Graph 2 expresses the opinion of respondents connected to the reasons and risks why clients do not use online insurance.
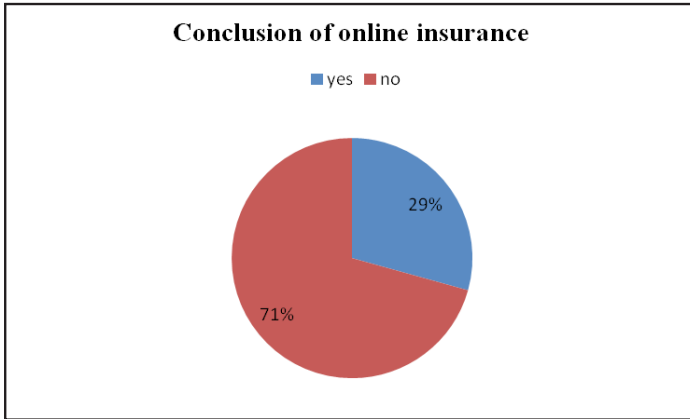
Graph 1: Conclusion of online insurance by insurer clients
Source: Own processing

Survey results show that only 29% of respondents, i.e. insurance clients, had ever concluded insurance online. More detailed analysis demonstrated that a slight majority of women (96 respondents) had concluded online insurance of the total number of 180 respondents who had concluded such insurance. Clients up to the age of 29 (78 respondents) was the largest group who had used online insurance, but the group of clients up to the age of 44 (74 respondents) was nearly as large; significantly fewer respondents had used online or mobile insurance in older age groups. In terms of education, university-educated women were the largest group to use this sales channel (60 respondents), while clients with secondary education were predominant in the case of men. Overall, preference for concluding online insurance has higher among inhabitants of larger cities with populations over 10,001 (60 respondents) and over 50,001 (50 respondents) than in those living in smaller towns and cities. The most serious reason provided by respondents for not using online insurance was a lack of assistance (82% of respondents), followed by technological risks (65% of respondents). Other reasons were the complexity of the forms to be completed and concerns regarding payment of premiums completed online (Graph 2).
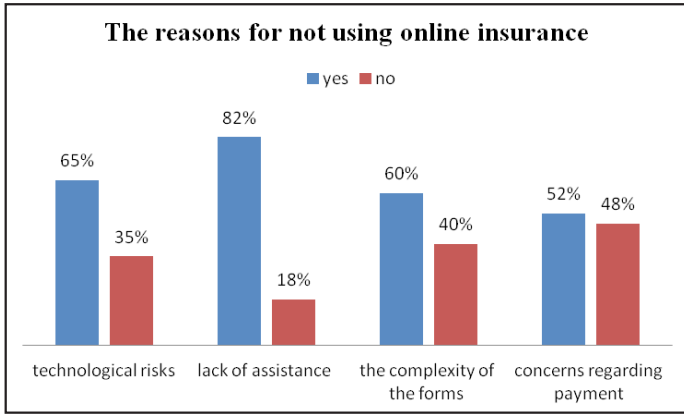
Graph 2: Determining the reasons for not using online insurance
Source: Own processing

The survey also investigated the opinions of commercial insurer clients towards digital media in insurer marketing communication. The findings showed that clients were most perceptive of television advertising (59% of respondents) within an advertising campaign, followed by online advertisement (44% of respondents), radio advertisement (14% of respondents) and flyers (10% of respondents). A majority of respondents only identified a single medium, television or the Internet. The survey recorded low interest among respondents in cinema advertising, outdoor advertising (billboards, megaboards, etc.) and advertising in newspapers and magazines, at least with respect to this segment of services. Other findings concerned the type of contact or communication clients preferred when their insurers wanted to inform them of new insurance products and services. Graph 3 shows these results.
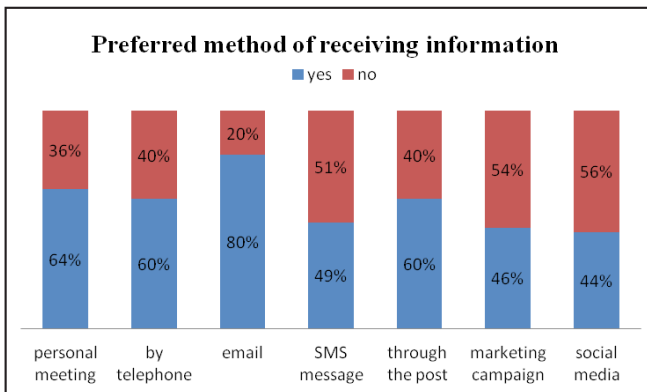
Graph 3: Preferred method of receiving information concerning innovations
Source: Own processing

The questionnaire-based survey indicated that most clients wanted to be kept informed of new products and services via email (80%) or in a more traditional form, at a personal meeting with an insurance advisor (64%). Clients indicated greater preference for receiving information over the phone (60%) and receiving information through the post (60%). Respondents have not yet adopted the use of social media and marketing campaigns or receiving an SMS for this specific purpose. It is important to note that these practices are still not deployed by commercial insurers at a sufficient level Graph 4, the final graph, presents the results with respect to insurer marketing communication using social media, such as Facebook, Twitter, LinkedIn, YouTube and in discussion forums.
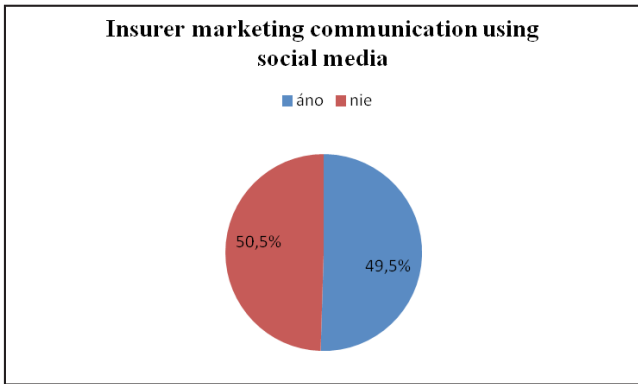
Graph 4: Insurer marketing communication using social media
Source: Own processing

The survey result produced a neutral result with respect to this question as 50.5% of respondents had not encountered insurer marketing communication in social media, while 49.5% of respondents had. Detailed analysis indicated that only a few commercial insurers used social media for marketing communication and only officially provide a link to social media on their websites.

4 New challenges for insurers in the digital age

The situation on the Slovak insurance market indicates that the qualitative transformation of the insurance market is accelerating as there is no longer space for the scale of quantitative growth as seen in the past. Opportunities are only created for the most agile insurers, but all insurers are exposed to this threat. Research conducted by PricewaterhouseCoopers[4] predicts five key influences that will impact the insurance market in the coming years: stricter regulation,

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4   *PwC: 18th Annual Global CEO Survey: Key findings in the insurance industry* [online]. [2015-10-05]. Available at: <http://www.pwccn.com/ home/eng/annual_global_ ceo_survey_18th_insurance.html>.

changes in customer behaviour, changes in distribution channels, new digital technologies and an increase in the number of direct and indirect competitors. Other factors impacting insurance markets include an increase in technological risks, an increase in financial market volatility, geopolitical conflicts and social instability. The greatest business opportunities on the insurance market were identifying the digital technologies that may be exploited for new forms of insurance sales or new and agile methods for building relations with customers. It has been demonstrated that a strong brand and the long-term presence of the insurer on the market is no longer sufficient to ensure success and competitiveness if their approach to marketing communication does not change. The modern digital age requires the application of modern digital solutions. Insurers are interested in traditional customers and modern customers who want and use digital solutions.

Digital marketing is the greatest business opportunity for insurers in the coming years. It allows customers to access relevant information in a quick, simple and convenient manner. Digital technology streamlines the sales process, in particular for simpler insurance products, such as travel insurance or third party liability insurance that a customer may purchase on the Internet or using a mobile phone. The space afforded by digital communication on the web or social networks provides new marketing communication opportunities and creates a new source of direct and indirect references for the specific insurer.

Conclusion

This contribution focused on the issue of digital marketing in the environment of the Slovak insurance market. It resolves the application of digital marketing by commercial insurers in terms of provided insurance products and services, and primarily in terms of clients who expressed their opinions in the survey questionnaire. Digital technologies were identified as a strategic business opportunity for insurers, while the insurer must use a relevant sales channel at a relevant time to send a relevant message to the customer, who is either a traditional or a modern customer. This is particularly true of new customers in the Millennial and Millennial+ Generations, which demand modern digital communication and digital sales channels. We note that the Slovak insurance market is a developing market in terms of the use of digital technologies in insurance sales and in marketing communication. The leader in digital solutions for clients is Allianz – Slovenská poisťovňa, a.s. Other commercial insurers lag significantly behind in this regard, which represents a significant risk in the future because they miss out on trends and lose competitiveness if they do not quickly and pro-actively implement a digital marketing strategy.

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Digital
Media
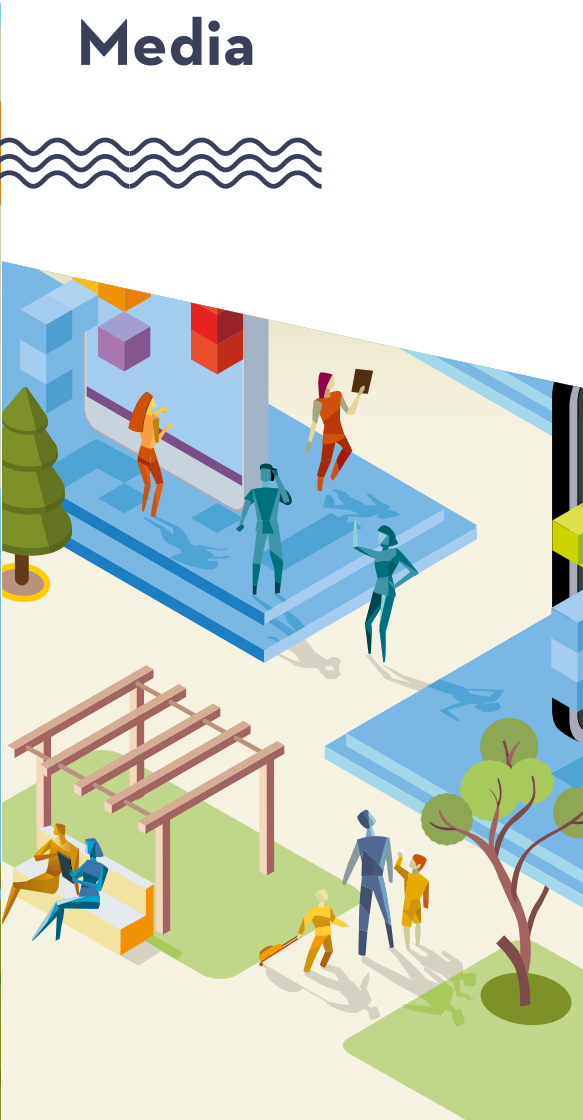
MEDIA – INFORMATION LITERACY AND MEDIA MANIPULATION

Martin Ďurko

Abstract
Projects aiming to improve media and information literacy of the general population are one of the most important objectives of many governments around the world today. This paper argues in favour of a theory of social communication which helps, through interdisciplinary approach and redefinition of applied terminology, to establish a firm cognitive dimension in media studies. Different forms of communication have different kinds of media effects which can be seen more or less manipulative. Communication needs to be analyzed from a perspective which explain a few crucial variables: 1) how we communicate – tools and methods used, 2) what is its overall ability to achieve a change in recipients' behavior or communication from a short/long term perspective and moreover 3) whose individual or group utility is being increased or diminished throughout the process of specific communication behavior.

Key words:
Communication. Information. Literacy. Manipulation. Media. Persuasion. Social.

Introduction

In recent years, we have witnessed a wide implementation of media literacy projects and educational activities which try to address the ubiquitous presence of new information and communication technologies in modern societies of the 21st century. Many countries have passed necessary legislation and created variations of school curricula which implement media education either as a separate subject or due to insufficient teachers' skills and experience as a part of other well established subjects taught at schools of different levels. Sir K. Robinson opened one of his best speeches titled Changing Education Paradigms with a statement that *"Every country on earth at the moment is reforming public education"*[1] and continued to address the challenges which lie ahead of us. Scholars dealing with this research topic as well as government initiatives make two important distinctions between: 1) Media and 2) Information literacy. The former represents technologies used for creating, storing or transmitting the media content and the latter one addresses the ability to decode messages we are so overwhelmingly exposed to today.

I have actively analyzed the origins of critical thinking concepts, their application in education globally and the lack of rationale behind their promotion. I am trying to establish a firm ground and provide a sufficient rationale for the training of

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1   ROBINSON, K.: *RSAnimate: Changing Education Paradigms*. [online]. [2015-09-30]. Available at: <https://www.thersa.org/globalassets/pdfs/videos/2010/10/rsa-animate---changing-paradigms/rsa-lecture-ken-robinson-transcript.pdf>.

students' cognitive skills. Human cognition has a clear definition and it is also supported by a great body of research in cognitive psychology and neuroscience. I think that developing cognitive skills is the necessary basis for advancement in any specific subject or domain and they should be actively trained throughout the educational process. It does not mean that they are not developed at all today, but I assume that a specialized class and curriculum adjusted to different age groups would do a better job in achieving a consistent level of people's information literacy. I suppose that the main purpose of media education today is to provide future generations with skills which would make them literate in relevant areas and resistant to the effects of media manipulation, propaganda or inappropriate forms of persuasion. All of them are just different kinds of communication and they do not have to be dealt with individually. D. McQuail concluded that *"It is now impossible to find any single agreed definition of a 'science of communication', for a number of circumstantial reasons, but most fundamentally because there has never been an agreed definition of the central concept of communication".*[2] The purpose of the various stages of my recent theoretical work is to provide a rationale for the theory which is applied in this paper. I am convinced that a single theory of communication is possible to establish and it is applicable across cultures and social systems. In this paper, I will address the importance of information literacy understood as a sufficient level of individual cognitive skills which relate to and constitute the second stage of human cognitive processes – Computation (information processing). This stage of human cognition represents our ability to process information collected by accessing the reality through our senses supported by technologies and the quality of its output determines the quality of our individual representation of reality. The final representation of natural and social reality further determines our behaviour and communication.[3] By clarifying the crucial distinction between media and technologies I will explain my view of the nature of media manipulation which tends to be, most of the time, quite elusive. I will try to achieve this goal by applying an important variable introduced in the proposed Theory of Social Communication which I describe as a personal utility of the communicator(s) or those who become their voluntary or involuntary partners in the specific communication process.

1 Media and information literacy

As I mentioned earlier, media education deals with two very distinctive parts. Despite the active propagation of the second part (Information literacy) the focus on new digital technologies, and their use and application, usually sets it aside. The reasons are, in my opinion, as follows. The first class of skills requires only an appropriate and sufficient practical experience combined with an access to

2   McQUAIL, D.: *Mass media communication theory.* London : SAGE Publications, Inc., 2010, p. 16.
3   ĎURKO, M.: Theory of social communication. In *International Masaryk Conference for PhD students and young researchers*. Hradec Králové : Magnanimitas, 2014, p. 2109.

relevant technologies while the second one asks for much more. It requires clear theoretical concepts and as I argued elsewhere critical thinking ones are not them.[4] Moreover, there is a need for a necessary development of students' mental faculties – areas of the brain associated with abstract reasoning and problem solving. These areas allow us to initiate, maintain and complete cognitive decoupling processes which have been identified as the crucial element of human rationality.[5] It could be argued that since the younger generation, sometimes described as digital youth, moves from reading to seeing we should be talking about visual literacy more than about any other kind of literacy. I claim that with proper development of cognitive skills as understood by cognitive psychology and neuroscience we will not have to talk individually about visual or any other kind of literacy because they would be naturally included and developed as sub skills of a broader general category of human cognitive skills.

The term 'media' is generally used in a loose sense which does not help us to achieve a necessary level of understanding of the researched phenomena at hand. People use the term for traditional 'mass media' while omitting the adjective 'mass'. However, they also use it for the new technologies which do not necessarily carry the characteristics of mass communication as defined by D. McQuail, who says that it includes *"all types and processes of communication that are extensive, public and technically mediated"*.[6] We know that some of the new forms of communication are accessible only to a small number of people (e.g. online forums, chats, mobile devices, etc.) but nevertheless we still include them in the broad and unclear category of media or at least as their part. I would like to mention an old requirement made by N. Postman who tried to make a clear distinction between the medium and the technology although I do not completely agree with his following metaphor comparing technology, medium, the brain and the human mind.[7] I equate medium with the concept of sign as understood in Semiotics while the technologies in use only code/ decode, store, transmit, or display traditional forms of signs/ mediums. A medium, in my understanding, is not a technology which transmits the information (print, radio, TV, internet, etc.) but it is an individual sign or it can also be organized into a set of signs known as language systems. This understanding of a medium is identical to Saussure's original concept of a sign which suggests that a sign can be anything that is able to carry a meaning – to signify.[8] Medium, as defined by the

4   ĎURKO, M.: *Key concepts in future education.* Paper presented at International Scientific Conference Education –Today – Tomorrow 2015 with subtitle Education in a dialogue of generations and in building better future. Radom, presented on 15-16th of October 2015.
5   STANOVICH, R.: *Rationality and the reflective mind*. New York : Oxford University Press, 2011, p. 47-60.
6   McQUAIL, D.: *Mass media communication theory*. London : SAGE Publications, Inc., 2010, p. 5.
7   POSTMAN, N.: *Amusing ourselves to death*. New York : Penguin books, 2005, kindle location: 1502.
8   CHANDLER, D.: *Semiotics: The basics.* New York : Routledge, 2010, p. 14-16.

Oxford dictionary is *"means by which something is communicated or expressed".*[9] The specific meaning, in his various forms and never fully reflecting reality, is retrieved from every sign in the process of representation which determines the final construction of natural and social reality in the human mind. The concept of Representation was introduced by P. Du Gay and later described by S. Hall as *"the process of production of meaning".*[10] My view is in opposition to authors R. Gass and J. Seiter who, when defining the persuasion process say: *"An additional factor is the nature and type of media used in the persuasion process. Television commercials, radio ads, magazine ads, and telemarketing are all mediated forms of persuasion. Face-to-face encounters, such as door-to-door sales and panhandling, are unmediated".*[11] From my point of view, a persuasion, which might be an intentional or unintentional transfer of meanings leading to more or less successful alteration of other people's representation of reality, behavior or communication is always mediated through mediums – signs as described above.

2 Persuasion and propaganda as a redundant subset of communication

In our close academic circles, the research of persuasion was strongly influenced by the work of J. Grác, who defined persuasion as an activity which requires on the side of a recipient a recognizable degree of voluntariness, participation and deliberate weighting of introduced arguments. Persuasion is not in place when the recipient does not have a conscious and voluntary option for accepting or rejecting introduced ideas – the specific content of communication.[12] In strong contrast to this definition is the conclusion of G. C. Woodward and R. E. Denton Jr. who claim that *"advertising is the most pervasive form of persuasion in the United States".*[13] It is clear that we usually do not consume advertised messages voluntarily, or consciously while analyzing the rationale and argumentation provided with these messages. People most likely tend to tune out or ignore the omnipresent information smog in modern societies created and maintained by advertising agencies. Furthermore, public relations and advertising agencies make no pretense of their exploitation of our unconscious desires by creating irrelevant associations of products and services with complex human emotions, values and universal expectations from one's life. In recent literature, we find persuasion to be defined and understood as any kind of communication or information processing which can be either realized or unrealized on the level

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9   *Medium.* [online]. [2015-09-28]. Available at: <www.oxforddictionaries.com/ definition/english/express#express_4>.

10   HALL. S.: *Representation.* London : Sage Publication ltd., 2013, p. 2.

11   GASS, R. H., SEITER, J. S.: *Persuasion, social influence, and compliance gaining.* New York : Pearson education, Inc., 2007, p. 33.

12   GRÁC, J.: *Persuázia: Ovplyvňovanie človeka človekom.* Bratislava : Osveta, 1988, p. 16-18.

13   WOODWARD, G. C., DENTON, R. E.: *Persuasion and influence in American life.* Long Grove : Waveland Press Inc., 2014, p. 230.

of our consciousness. Furthermore, learning how to persuade others and avoid being persuaded is often seen as manipulative but also as a positive social force.[14] Persuasion itself is perceived as having a certain degree of a negative connotative meaning and tends to be characterized and dealt with as a subset of human communication. I would argue that any kind of communication aims to convey a meaning by representing an understanding of a specific part of natural and social reality (human cognitive experience); therefore, a passive or active attempt to persuade is its fundamental element. Cognitive experience, in this case, is not reduced to our reflective or rational mental faculties, but it includes the whole range of relationships between body, mind and the environment which are synchronized and processed by the brain. R. Gass and J. Seiter in their advocacy case for the importance of the study of persuasion conclude that *"... it should be apparent that persuasion functions as a pervasive force in virtually every facet of human communication".*[15] I think that there is no need to have a separate research subject called persuasion when it overlaps (virtually) with every form of human communication. What we should be trying to define are the means and ends of such communication and its ability to influence other people and the effects it has in terms of modifying behavior and communication of individuals or groups. G. S. Jowett and V. J. O'Donnell describe the difference between propaganda and persuasion as follows: *"Propaganda is a form of communication that attempts to achieve a response that furthers the desired intent of the propagandist. Persuasion is interactive and attempts to satisfy the needs of both persuader and persuadee".*[16] We can see that their definition and understanding of persuasion is close to the definition of J. Grác mentioned earlier but not fully aligned with the concept applied by other scholars today.

3 Media manipulation

On every occasion, people's goal oriented behavior and communication stems from our interpretation of natural and social reality and it is further modified by our psychological or physical needs. This interpretation occurs in the third stage of cognitive processes (Representation) and serves as a basis for individual as well as collectively shared identity which plays the role of an agent in human behavior and communication.[17] Communication can be analyzed from a perspective which will try to explain the following: 1) how we communicate – tools and methods used, 2) what is its overall ability to achieve a change in recipients' behavior or communication from a short/long term perspective and

14 GASS, R. H., SEITER, J. S.: *Persuasion, social influence, and compliance gaining.* New York : Pearson education, Inc., 2007, p. 2-8.

15 Ibidem.

16 JOWETT, S. J., O'DONNELL, V. J.: *Propaganda & Persuasion.* Los Angeles : SAGE Publications, Inc., 2015, p. 1.

17 ĎURKO, M.: Theory of social communication. In *International Masaryk Conference for PhD students and young researchers*. Hradec Králové : Magnanimitas, 2014, p. 2109-2111.

3) whose individual or group utility is being increased or diminished? Human behavior and communication aim to alter the representational stage of natural and social reality of other individuals or groups and their main objective is to influence subject's/ group's behavior and communication in favorable ways. Simply put, whatever we do or say tries to make other people to do or restrain from doing something. In my research and proposed theory, behavior and communication are understood as one entity because it is impossible to perform any kind of behavior without communicating some meaning. An intended or unintended meaning is always there even if it is not perceived or processed by another living being. O. Hargie and D. Dickson also stress the purposefulness of communication when stating *"communication is far from idle or aimless but is conducted to make something happen — to achieve a goal of some sort."*[18] It is also obvious that people, in addition to unique kinds of human communication behavior such as language (spoken or written word, use of various types of signs, etc.), still communicate through biochemical or motoric means just as the rest of flora & fauna. The three angles of analysis introduced above help us to reveal the crucial variables of the behavior/ communication process whose overall character can be described as more or less manipulative. Now we can turn our attention to the issue of manipulation. Which form of behavior/ communication can be seen as manipulative and why?

I will try to establish a necessary starting point for defining the concept of media manipulation. It is based on the theoretical assumptions of the proposed theory of social communication with its crucial variable – the element of individual or group utility and on the specific meaning of applied terminology (medium vs. technology) which I addressed earlier. I claim that any communication behavior becomes manipulative when there is an attempt to bypass the individual reflective computational stage (System 2) and implement representations of natural and social reality directly into the minds of other people, whether they are individuals or groups, while effectively modifying their behavior/ communication. Manipulation can also take place in situations when there is an open call for a reflective response (System 2) but the receiver of information lacks the necessary mindware or cognitive decoupling ability[19] to compute the appropriate output for his/ her own knowledge supported by relevant experience, analysis and reasoning. Every such communication, whether intentional or unintentional, personal, or performed on behalf of someone else needs to be analyzed so we can identify whose individual or group utility is being increased or diminished in the process of the specific communication. People's behavior is modified mostly on the affective level (classical conditioning) when we process information through the so called peripheral route as understood in the Elaboration Likelihood Model of Persuasion introduced by R. E. Petty and J. T. Cacioppo and conducted

18   HARGIE, O., DICKSON, D.: *Skilled Interpersonal Communication, Research, Theory and Practice.* New York : Routledge, 2004, p. 16.
19   STANOVICH, K.: *Rationality and the Reflective Mind.* Oxford : Oxford University Press, 2011, p. 95-119.

as a part of the research in social psychology on attitudes.[20] The special kind of human computation on the reflective level is energy, effort and time intensive and it has been suggested by many authors that it is being passively avoided in most of ordinary life situations. Many surveys still show that the educational system does not develop skills required by companies in the global job market. One category of such skills are, of course, the technical skills but another and more important category are the skills which would help to support a necessary override of evolutionarily preconditioned heuristic tendencies of the human mind. The American Society for Training and Development *"defines a skills gap as a significant gap between an organization's current capabilities and the skills it needs to achieve its goals. It is the point at which an organization can no longer grow or remain competitive because it cannot fill critical jobs with employees who have the right knowledge, skills, and abilities."*[21] Development of cognitive skills leads to an improvement in all three stages of human cognitive processes which consequently translates into more effective and reasonable behavior/ communication in the business or private sphere of our lives.

The main purpose of communication is information exchange – an adaptive process in the specific environment and as I showed earlier it is in every sense goal directed activity. We formulate our representation of natural and social reality descriptively and normatively. Interpersonal communication should provide a recipient with a space for an individual computation without being exposed to any kind of coercive practices forcing him/ her to implement external normative claims modifying behavior/ communication while negatively affecting the overall individual utility function. Unfortunately, individual computational abilities vary significantly and many people end up adopting other people's representations of reality. As I said earlier, our communication behavior is goal directed and reflects our specific needs. To what extent it becomes manipulative depends on the ethical qualities and development of an individual's empathy level through the process of socialization of those who communicate. Some members of societies have the opportunity to spread generally accepted normative claims about natural and social reality which successfully affects. or in many cases, determines other people's behavior. A significant majority of people are, purely from practical evolutionary reasons, looking for heuristic shortcuts, and/or environmental social clues such as what is done by their peers, by the many, by skillful, respected or famous people, etc. – all who have heightened recognition in the society. An automatic and therefore passive modification of their own representation of reality and copying other people's behavior is accompanied by partial or full bypassing of their own computational stage (more or less deliberate

20   PETTY, R. E., CACIOPPO, J. T.: *The Elaboration Likelihood Model of Persuasion.* [online]. [2015-09-30]. Available at: <https://www.uni-muenster.de/imperia/md/content/ psyifp/aeechterhoff/wintersemester2011-12/vorlesungkommperskonflikt/petty_ cacioppo_elm_advaexpsocpsy_buchkapitel1986.pdf>.
21   *Bridging the Skills Gap Help Wanted, Skills Lacking: Why the Mismatch in Today's Economy?* [online]. [2015-10-05]. Available at: <http://nist.gov/mep/upload/Bridging-the-Skills-Gap_2012.pdf>.

reflective thinking/ analysis of the issue at hand). It might save precious mental capacity and make life seem to be easier and less conflicted but it also opens the doors for manipulative practices. This state of mind was elegantly described by E. Kant when defining Enlightenment and using words *"self-imposed non-age."*[22]

D. McQuail understands a theory as *"any systematic set of ideas that can help make sense of a phenomenon, guide action or predict a consequence."*[23] The research of media effects today describes "the traditional social scientific approach to causation as largely inadequate" because it does not reflect on *"the multilevel nature of media effects, the complexity of causal chains, the measurement of key constructs, and audience activity."*[24] I would suggest that the problem with the study of media effects stems from the fact that the terminology in use is not clearly defined or sometimes even ambiguous, the number of possible variables in all three stages of human cognition is great in numbers, difficult or impossible to control, and that we tend to ignore the crucial variable: the actual change in subject's or group's utility. It is unquestionable that the information accessible to us through traditional mass media technologies are incomplete, edited, and many times purposefully adjusted to someone else's benefits. The media content is dominated by a few transnational conglomerates which represent the dominant culture with focus on profit driven activities. The question of social responsibility and ethical dimension of news productions get set aside by simple, amusing and predominantly not conflicting popular content which attracts more viewers and advertisers.[25] This limited media content constitutes significant limitations in the first stage of cognitive processes, i.e., access to reality through direct or indirect experience. We also should not forget inadequate computational abilities (the 2nd stage of cognitive processes) of the majority of the general population. All of this consequently affects the last 3rd stage of cognitive processes which translates into more or less predictable, rational or irrational forms of communication behavior of individuals and groups in a local or even global society.

Conclusion

In this paper, I addressed the issues of media and information literacy because their main purpose is to minimize assumed media effects on a population by different kinds of communication. They tend to be described as propaganda or persuasion and I argued further in favor of a general theory of social

22 KANT, I.: *What is enlightenment?* [online]. [2015-08-26]. Available at: <http://www.columbia.edu/acis/ets/CCREAD/etscc/kant.html>.

23 McQUAIL, D.: *Mass media communication theory.* London : SAGE Publications, Inc., 2010, p. 13.

24 YANOVITZKY, I., GREENE, K.: Quantitative methods and causal inference in media effects research. In NABI, R. L., OLIVER, M. B. (eds.): *Media Processes and Effects.* London : SAGE Publications, Inc., 2009, p. 48.

25 SOLÍK, M., LALUHOVÁ, J.: Social recognition on a global scale: Opportunities and Limits of Media Reflection. In *Communication Today*, 2014, Vol. 5, No. 2, p. 27.

communication which would reflect on the reality of human experience, computation, representation, and communication behavior. This paper is a part of my theoretical analysis of existing concepts and researched phenomena, and definition of applied terminology, all of which I tried to connect with my theory of social communication. If we want to determine the manipulative character of any kind of communication behavior, we need to be able to identify the change in individual or group utility of the communicator(s) and those who become the targeted audience. The negative effects of such communication is possible to avoid when there is an appropriate computational capacity (i.e., skills and competencies) developed throughout education or employee training. I suggested three modes of analysis which should, from my perspective, help to explain the researched phenomena – media manipulation. I do realize that the experimental validation of my theoretical assumptions might be, due to the high number of possible variables in the process of human cognition (experience, computation, representation, communication behavior), difficult to accomplish but I also think that the causal relationships described in the proposed theory help to explain more than the many unclear concepts applied today.

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DIGITAL MEDIA IN PERSPECTIVE
OF SOCIOLOGICAL RESEARCH OF YOUNG PEOPLE

Martin Fero

Abstract
The article presents the results of a quantitative research realized on a representative sample of students of the third year of high school in Slovakia (n=1968) and their parents whose sample due to lower returns can´t be considered representative (n=770). Interpretations of research results are based on statistical analysis of responses from standardized questionnaire that records the current rate of utilization of digital media and media content preferences of young people, their parents and the relationships between them. A significant part of the analysis, however, is monitoring correlations between using digital media or media preferences and family environment of young people and social climate in their family, in relation to the use of their leisure time, in relation to the study, the consumption of addictive substances, or in connection with young people's attitudes to marriage, religion and minorities.

Key words:
Monitoring differences and correlations. Preferences of media content. Quantitative research. Use of digital media.

Introduction

The main objective of this study is to interpret results of sociological research, where in an effort to further explore the various relevant areas of life of young people we tried naturally to observe also intensity of digital media use and media contents preferences of young people. The research was conducted by the scientific and pedagogical team of the Department of Sociology at St. Elizabeth University of Health and Social Work in Bratislava. Results are based on analysis of data collected with a standardized questionnaire on a representative sample of students of the third year of high school in Slovakia (n = 1968) in the period from October 2012 to June 2013. Terrain data collection with researcher´s participation allows to collect at the same time also the answers of student´s parents (n = 770) to similar questions through printed questionnaire, but due to the lower returns their sample cannot be considered as representative. The questionnaire for students contained 77 questions (with a total of 259 variables) and the questionnaire for their parents contained 46 questions (98 variables). Analyzing and interpreting the results of our research we relied on the current knowledge of Slovak and foreign researchers and experts in the art. Scientific texts emphasize the necessity of further studies of the impact of media content and also the impact of various media formats on society, which is directly resulting from the key role of the media in shaping and in reproduction of cultural patterns in contemporary mass society.[1] Contemporary Italian sociologist F. Ferrarotti highlights that

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1   FFORDE, M.: *Desocializácia, Kríza postmodernity*. Bratislava : LÚČ, Vydavateľské družstvo, 2010, p. 237.

because of emerging information society this role of digital media is today performed less through words and more through images, symbols and sounds, which can be continually consumed, shared with other persons and stored without any further intentions, thanks to their electronic format.[2] Analyzing collected data sets, we were testing relations between different variables through Spearman's correlation coefficients, chi-square tests and Cramer's V coefficients, while in pursuit of monitoring the differences we used additional statistical tests (t-test and oneway ANOVA test). Multiple-response questions we transformed into the useful indexes and through the cluster analysis applied on the set of responses related to the use of digital media and media content preferences of young people we developed a very reliable typology of respondents. The analysis was realized in the statistical program IBM SPSS Statistics 18.0 and results were interpreted and graphically edited in MS Office 2013.

1 Basic observations about the use of digital media and media content preferences of young people

The results of our research largely correspond with expectations, respectively, with the results of other studies that have been recently made. According to the latest data from the study named Millennials +, that was realized by the TNS research agency in 2014, it results that young people aged 12-26 years (n = 1,500) spend on the internet an average of four hours per day, and with increasing age their interest in gaming decreases and they spend more time communicating, searching for information and education.[3] Also according to the outputs of our research[4], young people in Slovakia spend a large part of their day using the internet for different activities, however mostly communicating in a various social networks (almost 3/4 of them at least one hour per day and 1/4 more than two hours per day). Playing computer games, on the contrary, is not as intense as we could expect on the basis of previous researches on young people (up to 56.2% of young people said that they do not play games at all or play only occasionally). According to several published studies (N. Vrabec[5] in 2009; Kopáčiková et al.[6] in 2011) the proportion of people who do not play

2   FERRAROTTI, F.: *La parola e l´immagine.* Chieti : Edizioni Solfanelli del Gruppo Editoriale Tabula fati, 2014, p. 15-16.

3   *Research report TNS, Millennials+, realized by research agency TNS Slovakia, 2014.* [online]. [2014-10-21]. Available at: <http://millennials.tns-global.sk>.

4   Research sample n=1968 composed by of students of the third year of high school in Slovakia, selected by stratified random sampling from the list of all schools and representative to the population in Slovakia.

5   VRABEC, N.: *Mládež a médiá: Mediálna gramotnosť mladých ľudí na Slovensku.* Bratislava : IUVENTA – Slovenský inštitút mládeže, 2014. [online]. [2014-10-16]. Available at: <https://www.iuventa.sk/files/documents/7_vyskummladeze/publikacie/media_mlade.pdf>.

6   KOPÁČIKOVÁ, J. et al.: *Čítanie mládeže v Slovenskej republike, Interpretácia výsledkov výskumu, Slovenská asociácia knižníc, Equilibria.* [online]. [2014-10-14]. Available at: <http://www.sakba.sk/dokumenty/2011/citanie-mladeze.pdf>.

computer games at all is around 1/3. Concerning the purpose of using the internet it seems very interesting our finding that young people relatively intensively use the internet for work and education (more than half of them at least an hour per day). In a bit smaller extent, young people use the internet for watching movies and videos. Similarly interesting, but also in line with expectations, are even the results of analyses of media content preference among young people, who while watching TV and browsing websites are definitely at most interested in music (46.2% of them expressed maximal interest). The preference of music is followed with a larger gap by the preference of movies (almost 1/5 of them expressed maximal interest), and then again with a greater interval behind movies follow preferences of content focused on health and healthy lifestyle, sport, environment, news, games, show business / celebrities (in this case with small differences between them), while young people are the least interested in religion and spirituality when watching TV and websites (even 3/5 of them expressed minimal interest).

2 Differences by gender in the use of digital media and content preferences

Despite the fact that men generally use the digital media in a greater extent than women (t-test = -4.724 **), we can observe women greater intensity of watching television, using the internet for work and education, but in particular greater use of social networks on the internet (Cramer's V = 0.120 **). On the contrary, men significantly more than women watch movies and videos on the internet (Cramer's V = 0.152 **), but they are clearly prevalent in playing computer games (Cramer's V = 0.446 **) while almost a half of young students is playing computer games at least one hour a day. More than 3/4 of women, by contrast, do not play computer games at all or play only occasionally, but certainly not every day. Such wide differencies between men and women in playing computer games were experienced in several latest resaerches but also in an older Slovak research from 2006, headed by J. Matulník.[7] However, it is very interesting that if we count a total media use without playing video games and use of the internet for work and education, women expressed generally a higher intensity of use of digital media than men.

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7   MATULNÍK, J. et al.: *Analýza sociálnych a zdravotných dôsledkov zmien demografického správania na Slovensku*. Trnava : Typi Universitatis Tyrnaviensis, 2006, p. 198.

	using social networks on internet		using internet for work and education		watching TV		watching movies and video on internet		playing video games	
	women n=993	men n=933	women n=995	men n=932	women n=997	men n=934	women n=992	men n=926	women n=994	men n=929
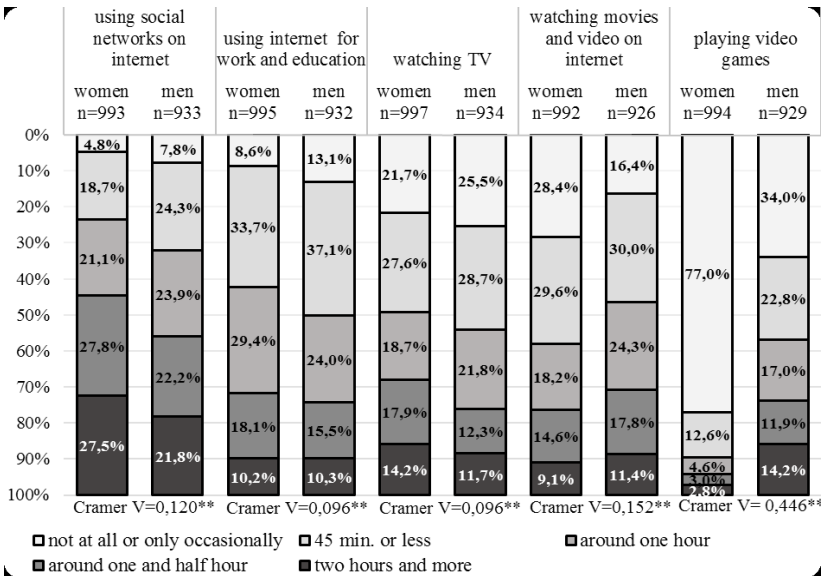
Chart 1: The comparison of the responses of men and women on the question: How much time usually do you spend a day doing these activities?

Source: Own processing

Subsequently, we can observe the differences of similar nature in the fact what topics prefer men and women in television shows and websites. Men significantly more than women focus their interest on video games (Cramer's V = 0.435 **) and sports (Cramer's V = 0.401 **). Lower, but still quite interesting difference appears also in the higher interest of men on newscast (Cramer's V = 0.083 *). On the contrary, women much more than men prefer a content focused on showbiz and celebrity (Cramer's V = 0.250 **), health and a healthy lifestyle (Cramer's V = 0.201 **), and also slightly more than men they prefer a content focused on the music (Cramer's V = 0.128 **). Naturally, the structure of preferences of media content between men and women differs, women prefer topics in this (descending) order: music, movies, health and healthy lifestyle, the environment and animals, news, showbiz / celebrity, sports, spirituality, and the least video games. Men prefer topics in this (descending) order: music, movies, sports, video games, news, health and healthy lifestyle, the environment and animals, showbiz / celebrity and finally spirituality.
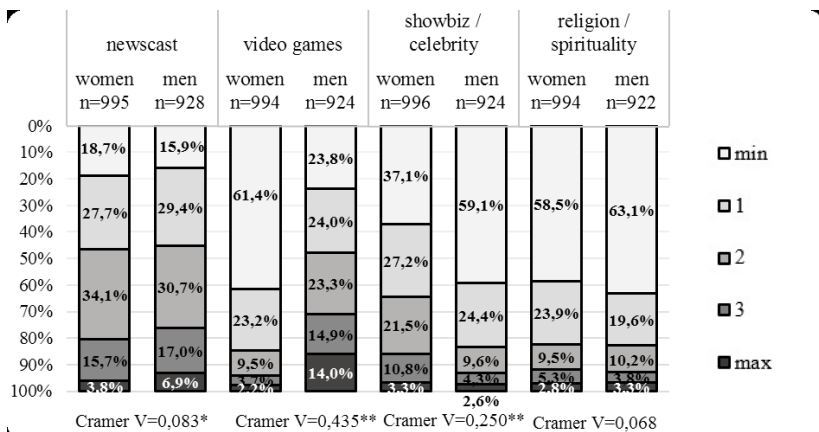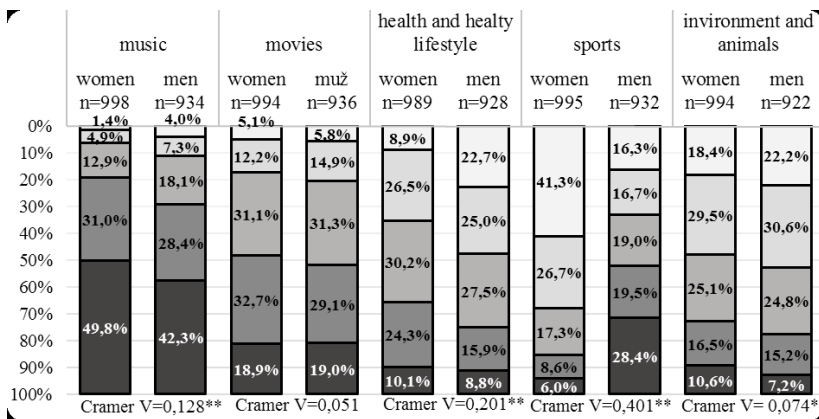
Chart 2: The comparison of the responses of men and women on the question: How much are you interested by websites and TV shows with the following focus?
Source: Own processing

3 Differences by type of school and relationship to school in the context of media preference

The differences in the overall use of the media also appear among the students divided by the type of school (ANOVA = 7.500 **) when students of lower secondary schools use digital media in the day at most and students of high school at least. This is particularly manifested in significant differences in watching TV, when high school students significantly less than others are watching TV (Cramer's V = 0.135 **). On the other side, students of lower secondary schools are watching TV at most, and they are also a little more than others watching

movies and video on internet and playing video games. Secondary vocational schools students use social networks on the internet and also use the internet for work and education more than others. It is noteworthy finding that those young people who are using various digital media during the day in a greater extent, achieve in school worse results (Spearman rho = -0.166 **). If we attempt to test correlations between the different activities related to the use of digital media and media content preferences and the relationship of students to the school and their leisure activities, we can report on the base of our data analysis that:

Those students, who spend more time using the internet for work on education (rho = 0.163 **) who are more interested in showbiz / celebrity (rho = 0.135 **), health and a healthy lifestyle (rho = 0.135 **), the religion / spirituality (rho = 0.120 **) and also are more interested in the environment and animals (rho = 0.114 **) *devote more time daily for their preparation to school*.
On the contrary, they spent less time playing video games (rho = -0.235 **), watching movies and videos on the internet (rho = -0.123 **), and also are less interested in video games (rho = -0.211 **).
Results in school are more important for those students, who are more interested in showbiz / celebrity (rho = 0.157 **), health and a healthy lifestyle (rho = 0.123 **), the news (rho = 0.101 **) and spend more time using the internet for work and education (rho = 0.120 **).
On the contrary, they spent less time playing video games (rho = -0.190 **), watching movies and videos on the internet (rho = -0.105 **), and are also less interested in video games (rho = -0.161 **).
Better results in school achieve those students, who spend less time playing video games (rho = -0.203 **), watching less movies and videos on the internet (rho = -0.152) and are also less interested in the video games (rho = -0.159 **), music (rho = -0.135 **) and sports (rho = -0.113 **).
Those students, who are more interested in religion / spirituality (rho = 0.147 **) and are spending more time using the internet for work on education (rho = 0.110 **) *prefer reading fiction*.
On the contrary, those who are more interested in video games (rho = -0.161 **) or sports (rho = -0.156 **) and also spend more time playing PC games (rho = -0.156 **) and watching TV (rho = -0.157 **) don´t prefer reading fiction.
More hours a week doing sports spend those, who are more interested in sports (rho = 0.351 **), video games (rho = 0.122 **), health and healthy lifestyle (rho = 0.102 **) and also are spending more time playing video games (rho ** = 0.115).
More frequently attend sport events those, who are more interested in sports (rho = 0.489 **), in the newscast (rho = 0.100 **) and also more time spend watching television (rho = 0.102 **).
More frequently attend disco bars and parties those, who are more interested in showbiz / celebrity (rho = 0.230 **) and music (rho = 0.171 **), and also spend more time using social networks on the internet (rho = 0.191 **) and watching TV (rho = 0.107 **).
More frequently visit cafes, pastry shops and pubs those, who are more interested in music (rho = 0.161 **) and spend more time using social networks

on the internet (rho = 0.154 **) and watching movies and videos on the internet (rho = 0.129 * *).

On the contrary, these young people are interested in religion / spirituality (rho = -0.114 **) to a lesser extent.

More time devote to their hobbies those, who are less interested in the movies (rho = -0.171 *).

Those, who are more interested in music (rho = 0.116 **), but are less interested in religion / spirituality (rho = -0.106 **) and spend less time using the internet for work and education (rho = -0.102 **) c***onsume alcohol in the greather extent***.

4 Differences in the use of digital media and the preferences of media content by type of family in correlations with a family environment and attitudes to marriage

Further analysis proves that young people living in single-parent families spend daily in total more time doing various activities on internet or watching TV than young people living in both-parent families. Subsequently, we observe similar differences also in comparision of each particular activitiy related to the use of digital media, where young people living in single-parent families spend in average more time watching TV, playing video games and using the internet for different purposes than young people living in both-parent families. However, these differences can not be considered statistically significant (p> 0.05). Consequently, in the field of media content the analysis proved only minimal differencies in media content preferencies between young people living in different types of families, except for a greater interest of young people living in single-parent families in video games (Cramer's V = 0.072, p <0.05). Despite these relatively small differences, we can observe some interesting correlations that appear between the intensity of the use of digital media, respectively media preferences of young people and their family environment, and social climate in their family or in relation to young people's attitudes to marriage:

Those young people who spend more time watching television (rho = 0.125 **) ***spend more often their time doing various activities at home with their parents***.

Those young people who spend more time using the internet for work and education (rho = 0.110 **) and who are more interested in sports (rho = 0.126 **) and in the environment and animals (rho = 0.112 **) ***spend more often their time doing various outdoor activities with their parents***.

Those young people who have a greater interest in health and a healthy lifestyle (rho = 0.147 **) and showbiz / celebrity (rho = 0.140 **), but on the contrary spend less time playing video games (rho = -0.180 **) and are also less interested in video games (rho = -0.171 **) ***talk more often with parents about delicate issues***.

Those young people who are more interested in health and in healthy lifestyle (rho = 0.113 **) or in the newscast (rho = 0.104 **) *are more often feeling that their parents understand them.*

Those young people who have a greater interest in the sport (rho = 0.155 **) and more often spend their time doing outdoor activities with parents (rho = 0.126 **) more often *perceive their fathers as a support*.

Those young people who are more interested in religion / spirituality (rho = 0.325 **), but on the contrary spend less time using social networks internet (rho = -0.106 **) *are more convinced about the fact that young people should wait with sex life until the marriage*.

Those young people who are less interested in religion / spirituality (rho = -0.196 **) *are more convinced about the fact that in the future they will live with someone without being married.*

5 The relationship between TV watching among children and their mothers, differences in TV watching on the basis of socio-demographic characteristics of mothers and other correlations

Questions about watching TV were answered in total only by 707 parents, of whom 675 were mothers. The relationship between how often parents watch TV and how often their children do is not as strong as we might expect (Spearman's rho = 0.153 **). However, it seems very interesting that mothers are watching TV significantly much more than their children (see graph no. 3 on next page). While 50% of mothers watch TV at least one and half hour a day, among children it is not even one third, but the biggest differences can be observed in extreme intervals where the difference in proportions is doubled. For example, 1/4 of mothers watch TV daily two hours or more, among children it is only 1/8 of them, and further, only 1/8 of mothers don´t watch TV at all or only occasionaly, whereas among children the proportion is more than twice larger (approximately 1/4 of them). We made an inquiry whether there are any differences in watching TV according to basic socio-demographic characteristics of mothers. The analyses proved that the mothers age or size of the residence where mothers live, do not correlate significantly with the extent of watching TV. On the other hand, we can observe a weak but statistically significant relationship between educational degree of mothers and the extent of watching TV, on the basis of which we can say that the higher the mothers education is, the less often they watch TV (rho = -0.152 **). Another interesting finding is the fact that married women watch TV significantly less than other women (Cramer's V = 0.121 *, see chart no. 3).
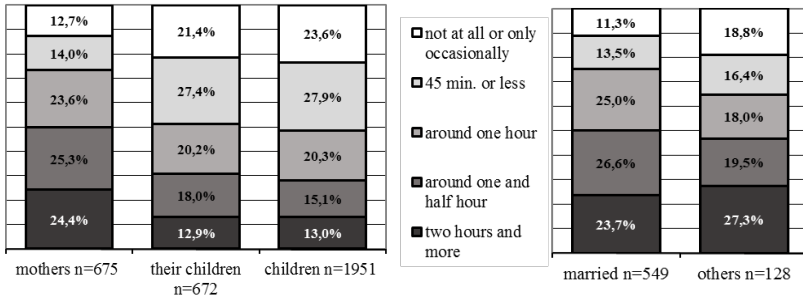
Chart 3: A comparison of the responses of mothers, their children and all the children to the question: How much time per day are you usually watching TV? (Comparison by marital status)

Source: Own processing

Despite the fact that further analyses did not prove a significant correlation between a quantity of time that mothers of high school students spend watching TV and the importance that mothers ascribe to talking with their children about their interests and opinions, or the importance of leisure time spent together. However, we can observe some interesting connections between their watching TV and their opinions on premarital sex cohabitation or on carrying out abortions. Analyses have shown that mothers who spend more time watching TV, in a greater extent agree that it is not necessary that young people delay their sexual relationships until they get married (rho = 0.141 **), and also agree that it is appropriate for man and woman to live together "on trial" before entering into a marriage (rho = 0.120 *). Mothers who spend more time watching TV, also in a greater extent agree with carrying out abortions without giving any reason (rho = 0.171 **). Our research has discovered also following relations with a religiosity of mothers. Mothers who spend more time watching TV, less often pray (rho = -0.100), less often go to church (rho = -0.134 *) and are less convinced that the obligation of the Sunday Mass is appropriate today (rho = -0.110). On the contrary, more often they read horoscope (rho = 0.159 **), are more convinced that people after their death may return back to earth as another person, or in the form of animals (rho = 0.109).

6 Differences in the use of digital media and media content preferences by religion and in correlation with religiosity of young people.

In total digital media are used in a greater extent by young people who do not belong to any religion. Comparing young people who belong to any religion or do not, we can observe the biggest difference in watching movies and videos from the internet (Cramer's V = 0.086; *) and in playing video games (Cramer's V = 0.106 **), when young believers devote less time per day to these activities

than unbelievers. On the contrary, young believers are watching TV daily more than unbelievers, but the difference is not statistically significant (Cramer's V = 0.045; p> 0.05). The smallest differences between these two groups we observe in activities such as the use of social networks on the internet and using the internet for work and education. In terms of preferences for media content between young believers and unbelievers we find out the biggest difference right in their considerably greater interest in media content focused on religion and spirituality (Cramer's V = 0.265 **). The believers are also more interested in health and a healthy lifestyle (Cramer's V = 0.105 **) and in the showbiz and celebrity (Cramer's V = 0.132 **). On the other side, they are significantly less interested in media content focused on video games (Cramer's V = 0.102 *, see Chart 4).
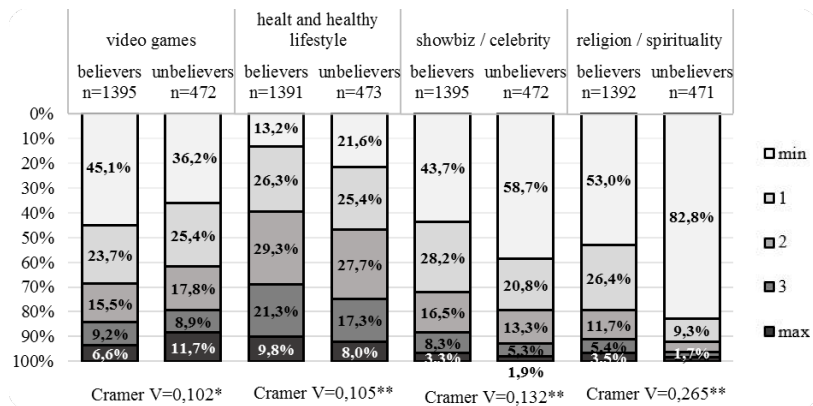
Chart 4: **The comparison of the responses of believers and unbelievers to the question: How much are you interested in websites and TV shows with the following focus?**
Source: Own processing

If we attempt to test correlations between the different activities related to the use of digital media and questions which examine further the religiosity of young people, we find out some weaker, but statistically more significant correlations:

Those young people who spend more time watching TV (rho = 0.179 **), using social networks on the internet (rho = 0.159 **), who are more interested in showbiz / celebrity (rho = 0.291 **), the health and a healthy lifestyle (rho = 0.142 **), the music (rho = 0.137 **), but less often play video games (rho = -0.158 **) and also are in a lesser extent interested in PC games (rho = -0.131 **) in religion (rho = -0.107 **) and sport (rho = -0.104 **) *read more often horoscopes*. *Those young people* who are more interested in the environment and animals (rho = 0.137 **), the video games (rho = 0,111 **), the showbiz / celebrity (rho = 0.103 **), the music (rho = 0.101 **), and those who spend more time watching movies

and videos on the internet (rho = 0.102 **) *are more convinced that after the death some people may return back to earth as another person, or in the form of an animal*. *Those young people* who more often play video games (rho = 0.148 **), more often watch movies and video from the internet (rho = 0.107 **), and those who are more interested in video games (rho = 0.172 **) *believe more that some people encountered extraterrestrial civilizations*.

For a following more detailed analysis of the religiosity of young people we have selected only those who identify themselves as believers, resp. who belong to some church (n = 1413). In this group we can observe the following correlations:

Religion is considered more important by those young people who are more interested in media content focused on religion / spirituality (rho = 0.407 **), less often play video games (rho = -0.109*) and to a lesser extent are interested in video games (rho = -0.102 **).
More often pray those young people who have a greater interest in religion / spirituality (rho = 0.375 **), less often play video games (rho = -0.155 **) and to a lesser extent are interested in video games (rho = -0.133 **). *More often go to church those young people* who are more interested in religion / spirituality (rho = 0.294 **).
Those young people who more often play video games (rho = 0.118 **), more often watch movies and video from the internet (rho = 0.127 **),who are more interested in movies (rho = 0.106 **), the video games (rho = 0.118 **), and who are less interested in religion / spirituality (rho = -0.394 **) *are more convinced that if it depends on themselves they will go to church less frequently.*
Those young people people who more often play video games (rho = 0.119 **), more often watch movies and video from the internet (rho = 0.105 **) are more interested in video games (rho = 0.139 **), and who are less interested in religion / spirituality (rho = -0.360 **) *are less convinced that when they will be 25 years old they will go to church*.

7 The use of digital media and media content preferences of young people and their relationship to ethnic or religious groups

For the reason to investigate attitudes of young people to ethnic or religious groups our standardized questionnaire included one semi-closed question with the possibility of multiple response, which was: "*Please consider whether you mind or not mind to have as a close friend someone who is*: " A simple analysis of all responses showed that the largest part of young high school students would have impeded a friend if he was a Roma (36.2%), only slightly smaller proportion would have impeded if he was a Muslim (29.9%) and even less if he was Jew (19.2%), while among young believers are these rates lower than among unbelievers. However, young believers would also have impeded a friend atheist (16.9%) and, on the contrary, young unbelievers would have impeded a friend

Protestant (12.1%) or Catholic (7.8%). Further analysis tested if the intensity of the use of digital media and media content preferences of young people is related to their acceptance of different religious and ethnic groups. The values of the Cramer´V, resp. Eta coefficient prove that:

Young people who would have impeded a Roma friend, they in a greater extent play video games (Eta = 0.133 **), and also are more interested in video games (Eta = 0.130 **) and in movies (Eta = 0.091 *). On the other side, they spend less time using the internet for work and training (Eta = 0.088) and are less interested in religion / spirituality (Eta = 0.073).

Young people who would have impeded a Muslim friend they in a greater extent watch TV (Eta = 0.091 *), and also are more interested in showbiz / celebrity (Eta = 0.090 *) and in the environment and animals (Eta = 0.089).

Young people who would have impeded a Jewish friend, they in a greater extent watch TV (Eta = 0.095 *), play video games (Eta = 0.081), and also are more interested in showbiz / celebrity (Eta = 0.094 *), in the environment and animals (Eta = 0.084), the sport (Eta = 0.077) and also in video games (Eta = 0.072).

For a more detailed analysis of "xenophobia" of young students we have transformed all answers on acceptance of different religious and ethnic groups in to the simple summary index and we found out that almost one half of young people would not bother to have as a friend anyone from the ethnic or religious groups and, by contrast, 4% of young poeple would have impeded any or almost any friend from these groups. If we attempt to test correlations between the xenophobia of young people and different activities related to the use of digital media and media contnet preferencies we observe that: more xenophobic are those young people who are more interested in showbiz / celebrity (rho = 0.104 **) and also watch TV in a greater extent (rho = 0.094 **).

Conclusion

As a partial summary of presented findings, but also as a stimulus for further reflection, we modeled an empirical typology of young high school students on the base of differences in the intensity of digital media usage and media content preferences. This typology was created by the cluster analysis in the analytical programme SPSS Statistics 18.0 processing the file of above presented questions from the questionnaire. The typology includes 1,967 respondents and through the cluster analysis, we have identified three empirical types of respondents. The first type consists of 745 respondents, the second of 481 respondents and the third type of 741 respondents. The first type associates young people who among others watch TV in the greatest extent, and on the other hand, play video games minimaly, but use the internet to communicate, to work and for education very intensively and are very interested in music, show business / celebrities and

healthy lifestyle. Compared with other groups they are interested in the religion / spirituality and the environment the most. Second type associates young people who also relatively intensively watch TV, but particularly excel in a very intensive playing video games, and in their interest in them, and as well as excel in a great interest in sports, while other areas of interest are significantly less preferred. Moreover, they watch movies and video from the internet in a great extent. In the third group are present young people who in comparison with the other two groups stand out more in the generally low levels of internet use and television watching. They are also interested in music, but again, compared with other groups, their interess in music and also in other areas is the smallest. They are significantly less than others interested in newscast and sports.

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SELFIE – EXPOSED IDENTITY IN DIGITAL MEDIA – ORIGINALITY OR BANALITY?

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Abstract
This paper deals with a phenomenon of selfie, its popularity and relation to auto-observation and ego ontogenesis. The aim of this paper is to identify its originality (versus banality) and describe relation of selfie to identity and creativity in digital media space together with excursion into the history of a photograph. It also presents results of empirical excursion into the issue and describes a relationship of selfie to identity and creativity of its creator.

Key words:
Arts. Creativity. Identity. Media. Photography. Selfie. Self-portrait.

1 Phenomenon of selfie, hashtag

Selfie has become a worldwide phenomenon being mostly spread by digital media. Instagram hosts over 238 million photographs hashtagged with #selfie and over 126 million hashtagged with #me.[1] According to Google Trends, selfie boom started in the first half of 2014 (see graph no. 1) despite that separate countries can slightly differ by its commencement and culmination.
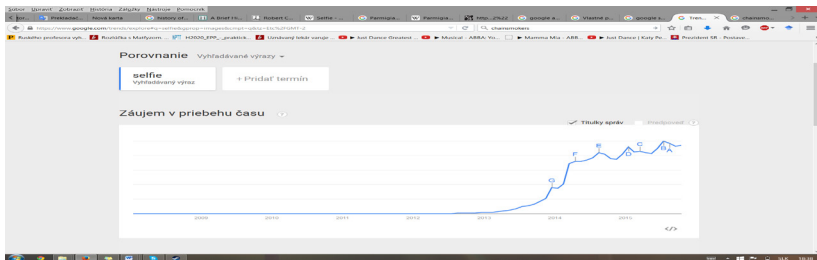
Chart 1: Searching of the term "selfie" in pictures on the web (July – November 2015).
Source: *Google trends.* [online]. [2015-10-08]. Available at:
<https://www.google.com/trends/explore#q=selfie&gprop=images&cmpt=q&tz=Etc%2FGMT-2>.

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1   WEISER, E. B.: #Me: Narcissism and its facets as predictors of selfie-posting frequency. In *Personality and Individual Differences*, 2015, Vol. 86, p. 478.
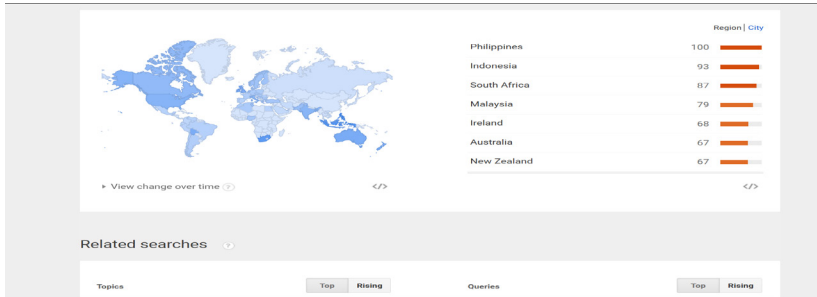
Chart 2: Regional interest. Searching of the term selfie" in pictures on the web (July – November 2015).
Source: *Google trends*. [online]. [2015-10-08]. Available at:
<https://www.google.com/trends/explore#q=selfie&gprop=images&cmpt=q&tz=Etc%2FGMT-2>.

The term Selfie was defined in 2009 in so called Urban dictionary[2], which, however, is not scientific or official document (according to some sources, e.g. B. Fausing[3], this dictionary contained a definition of the term selfie in 2007). Probably the first scientific articles devoted to this phenomenon are articles of D. V. Pogontseva[4], T. Roberts[5], as well as above mentioned B. Fausing. The term selfie was defined in the Oxford Dictionary in 2013 as follows: selfie – noun (plural selfies) informal "A photograph that one has taken of oneself, typically one taken with a smartphone or webcam and shared via social media: occasional selfies are acceptable, but posting a new picture of yourself every day isn't necessary."[6] This definition closely determines selfie in its relation to a specific technology (smartphone, webcam) and determines that record made in this way is further shared via social media. If we focus just on a substantial part of this description, the core of which is "self" as such (= oneself, own) and we add the essence of its creation – it means visual display of oneself, own and typical features, and this picture (visual) is carried by the subject himself/herself, we can compile the

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2 *Urban dictionary: Selfie.* [online]. [2015-10-08]. Available at: <http://www.urbandictionary.com/define.php?term=Selfie>.

3 FAUSING, B.: *Become An Image. On Sefies, Visuality and The Visual Turn in Social Medias.* [online]. [2015-10-22]. Available at: <http://curis.ku.dk/ws/files/95157858/KEY_NOTE.docx>.

4 POGONTSEVA, D. V.: Selfie as the modern social and psychological phenomenon. In *Cyberleninka*, 2013, Vol. 28, No. 12, p. 1-3. [online]. [2015-10-25]. Available at: <http://cyberleninka.ru/article/n/selfie-kak-sovremennyy-sotsialno-psihologicheskiy-fenomen>.

5 ROBERTS, T.: She's so pretty, she looks just like a Bratz doll!: Theoretical foundations for understanding girls' and women's self – objectification. In ZURBRIGGEN, E. L., ROBERTS, T. (eds.): *The sexualization of girls and girlhood: Causes, consequences, and resistance.* New York : Oxford University Press, 2013, p. 328.

6 *Oxford dictionary: Selfie.* [online]. [2015-10-08]. Available at: <http://www.oxforddictionaries.com/definition/english/selfie>.

following definition:*"display of oneself in subjectively and/or objectively important context or environment with using of currently available technique and technology that is spread by available communication means and channels".*

A definition conceived in this way contains the essential substance of this phenomenon without a risk that it does not cover all available technical or technological means which enable or will enable to make selfie in short or later future. It also points out to the fact that selfie does not have to be spread only by its sharing on social networks, but even nowadays it is often spread by other channels on the principle of grassroots marketing.[7] However, the definition does not cover versatility and it is possible to expect its completion or modification. It is used in this form only for the purposes of this paper as a frame concept of this term and phenomenon of selfie. Celebrity use selfie particularly for their self promotion. They offer pictures of themselves as portraits, often in the form of acts, such as portraits in negligee in the bathroom. They often make poses with their fans (e.g. before or after the social events) or with other colleagues in the industry (e.g. during the social events). We can also meet with use/non-use of selfie when informing about oneself, such as in the campaign for HIV/AIDS[8] (Lady Gaga, Kim Kardashian, Ryan Seacrest, Justin Timberlake and others). Selfie also cause formation of new celebrities – so called micro-celebrities and selfie becomes a tool of personal branding or a method of self-promotion (please, see for example the paper of Kozinets, Cerone[9]) despite the fact whether a celebrity is famous or he/she is becoming famous thanks to selfie. A form of a photo named as selfie is a self-portrait photograph usually taken by a digital camera or a smartphone held in hand or by using a selfie stick; it means by a physical tool prolonging our body. We can mention here a work of M. McLuhan Understanding: The Extensions of Man.[10] Photographs made in this way are usually flattering for a displayed person who looks causally, informally and relaxed on them. Therefore, most of the photographs taken in this way are photographed by holding a camera and most often a smartphone or by using a surface reflecting an image, while a self-timer is used less. Despite the fact that the self-timer is the extension of the camera enabling taking a self-portrait (not as in case of e.g. Robert Corenlius, where length of exposure enabled to take self-portrait photo). Subsequently, technology has developed so rapidly that it was possible to take photos by

7   KOZINETS, R. V., CERONE, S.: Between the Suit and the Selfie: Executives' Lessons on the Social "Micro-Celebrity". In *GfK Marketing Intelligence Review*, 2015, Vol. 6, No. 2, p. 21. [online]. [2015-10-20]. Available at: <http://search.proquest.com/openview/686a8da04adde5453f1ab6e4e4a0eb01/1?pq-origsite=gscholar>.

8   *Campaign Keep Children Alive.* [online]. [2015-10-22]. Available at: <http://keepachildalive.org/>.

9   KOZINETS, R. V., CERONE, S.: Between the Suit and the Selfie: Executives' Lessons on the Social "Micro-Celebrity". In *GfK Marketing Intelligence Review*, 2015, Vol. 6, No. 2, p. 21. [online]. [2015-10-20]. Available at: <http://search.proquest.com/openview/686a8da04adde5453f1ab6e4e4a0eb01/1?pq-origsite=gscholar>.

10   MCLUHAN, M.: *Understanding media: The extensions of man.* New York : McGraw-Hill, 1964, p. 359.

using the self-timer or remote control, PC and nowadays also by using a mobile phone (we are not speaking about selfie stick here). In the development of selfie phenomenon (within intentions of above stated definition and description), it is possible to identify McLuhan´s statement that: "We shape our tools and thereafter our tools shape us."[11] In the following lines we would briefly like to describe parallels of development of imaging techniques and technologies with frequency, scope and type of visual display of a subject by himself/herself together with its effect (or relation) to correlations of a personality. We also try to find out an answer to the question what the relationship of this phenomenon currently so widely accepted and accelerated is with creativity as a human potential, or with a product and a need to find out something new.

2 Short discourse to history

History shows that "selfie" phenomenon is only seemingly new and original, as far as it has been present in the human history in various forms for longer period. However, it is difficult to identify precise time of its "creation". In wider meaning of this term and within intentions of more globally understood discussion, also handprints on cave paintings in Lascaux can be considered as a certain type of selfie by using technical tools available at that time. In this sense, also self-portraits of visual artists created during the centuries are in certain meaning of this word selfies. Self-portraits or visual display of a visual artist made by himself can have different original forms – in detail of a famous work of Jan van Eyck: The Arnolfini Portrait (National Gallery, London), where there is a dated inscription "Jan van Eyck was here" above the convex mirror reflecting four persons – thanks to this inscription it is possible to think that one of the persons reflected in the mirror is the author himself standing in front of the couple being portrayed. Today's selfies are also a certain expression of a message "I was here", and in certain meaning of this word we can consider this artistic work from 1434 to be one of the first selfies, or at least a grand-grand-predecessor of the selfie.

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11   Ibidem, p. 392.

Picture 1: Paint detail Jan van Eyck: The Arnolfini Portrait (1434) with signature: *„Johannes de Eyck fuit hic 1434".*

Source: PIJOAN, J.: *Dějiny umění*. Praha : Odeon, 1989, p. 84.

Picture 2: Self-portrait in a convex mirror – selfie of Girolamo Francesco Mario Mazzola, about 1524.

Source: *WorldArts.* [online]. [2015-10-08]. Available at: <http://goo.gl/tVxh7R>.

Despite the fact that two above stated examples differ from current selfies both visually and technologically, the self-portrait of Girolam Francesco Maria Mazzola (also known as Francesco Mazzola or, more commonly, as Pamigiano or Parmigianino) is very similar to current self-portraits by its composition. The artist painted his portrait on the basis of his picture in a concave mirror. Self-portraits taken by means of photographic equipment are closer to selfies than self-portraits made thanks to fine-art talent and artistic gift through excellently mastered painting techniques. Before the photos in the spirit of "selfies" became fashionable, Robert Cornelius, a photographer from Philadelphia, used a camera in such a way for the first time in 1839 that he took a picture of himself and so he depicted himself on the first (maintained) photograph. Because of the fact that time of shooting was long at that time, the author was able to uncover the lens, stand before the camera and cover the lens back. Cornelius sat in front of the lens just a little longer than one minute. A picture which can be nowadays designated as a cult, is 176 years old (picture 3). Selfies are also specific by a fact that the authors stylize themselves for a certain purpose. This aspect is well known from the history. The first stylizing self-portrait photograph, but which was a certain manipulation with reality (it is sometimes perceived as a deception), was taken in 1840 under the authorship of Hippolyte Bayard (picture 4). A reason of its creation was a dispute of H. Bayard and Louis Daguerre over a title "father of photography". H. Bayard reputedly developed his photographic process before it was developed by Daguerre as daguerreotype. However, the information about the invention reached L. Daguerre, who used this moment in his favor in such a way that the primacy was granted to him. As a rebellious response to this act, H, Bayard made a photograph, where he declared himself to be a drowned man

who committed suicide as a symbol of a protest and disagreement with unjust primacy of L. Daguerre.[12] This photography was recorded into the history not only as the first self-portrait, but also as a conceptual attitude in photograph, and as the first photograph which depicts pretending of death and at the moment it is a postmortem mask, as understood by R. Barthes.[13]

Picture 3: Robert Cornelius: Self-Portrait (1839)

Source: *See The First "Selfie" In History Taken by Robert Cornelius, a Philadelphia Chemist, in 1839.* [online]. [2015-10-18]. Available at: <http://www.openculture. com/2013/11/the-first-selfie-in-history-1839.html>.

Picture 4: Hippolyte Bayard: Self-Portrait as a Drowned Man (1840)

Source: *Bayard, the "forgotten pioneer".* [online]. [2015-10-18]. Available at: <http://photographyhistory.blogspot. cz/2012/01/bayard-forgotten-pionner. html>.

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12   Bayard wrote an explanatory note on the back of the photo: The corpse which you see here is that of M. Bayard, inventor of the process that has just been shown to you. As far as I know this indefatigable experimenter has been occupied for about three years with his discovery. The Government which has been only too generous to Monsieur Daguerre, has said it can do nothing for Monsieur Bayard, and the poor wretch has drowned himself. Oh the vagaries of human life....! ... He has been at the morgue for several days, and no-one has recognized or claimed him. Ladies and gentlemen, you'd better pass along for fear of offending your sense of smell, for as you can observe, the face and hands of the gentleman are beginning to decay. (For more information, see: *Hippolyte Bayard.* [online]. [2015-10-09]. Available at: <http://www.getty.edu/art/ collection/artists/1840/hippolyte-bayard-french-1801-1887/>).

13   BARTHES, R.: *Světlá komora. Vysvětlivka k fotografii.* Praha : Fra, 2005, p. 34.

M. McLuhan´s successor, a media analyst Neil Postman[14] maintains a thesis that each new type of media in the history (writing, book-printing, telegraph, photography, radio, television) has changed a structure of the discourse (circulation of communicated messages, public discussion, ways of expression and thinking) within the society. It provides analogy with technological development of imaging media – from paintings in the caves, through painting on canvas with using development of technology of mirror production, through the first photographic cameras up to the current sport cameras, cameras that can be placed on animals, mobile phones containing not only relatively powerful components[15] (with installed software designated for editing) to make films (*Olive* (2011) is the first full-length film ever shot using a mobile phone camera a Nokia N8) or photos, but also different special cameras, which despite being handy are very powerful with 16 lens, High-speed cameras. Particularly availability and high quality of cameras support a possibility of new forms of civic journalism, art photograph, recording of exceptional (or supposedly exceptional) life experiences for social media or blogs. But they mainly affect the way how, how often and who displays his/her individuality – from self-portraits of artistically skilled artists, through expert photographers, up to taking photos which does not require even the basic knowledge from the field of technological processes, exponometry, senzitometry, zonal system, theory of photography, etc.

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14   POSTMAN, N.: *Ubavit se k smrti.* Praha : Mladá fronta, 1999, p. 192.
15   Despite the convergence of technique into one equipment, we consider the phone primarily as a tool for sharing of information, not as a tool of photographic or film production. (Remark by K. F. and Ł. P. W.).
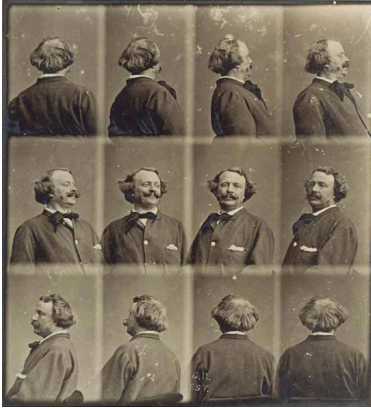
Picture 5: Twelve portraits from different angles which thanks to animation form so called Revolving self-portrait of the photographer Félix Nadar from about the 1865.

Picture 6: Mirror Self Portraits from 1898 taken by Belgian artist Henri Evenepoel.

Source: WILLEMS, P.: Between Panoramic and Sequential: Nadar and the Serial Image. In *Nineteenth-Century Art Worldwide*, 2012, Vol. 11, No. 3, p. 18. [online]. [2015-10-09]. Available at: <http://goo.gl/HjxjyV>.

Source: *PetaPixe. 2015. Mirror Self Portraits from the Early Days of Photography.* [online]. [2015-10-09]. Available at: <http://goo.gl/5i2p9p>.

A specific form of self-portrait – revolving self-portrait which also reminds us of "selfie" was taken by French photographer Félix Nadar in 1865 (real name Gaspard-Félix Tournachon). Nadar was the first person in history to take aerial photographs (he was a balloonist) and was one of the pioneers of artificial lighting (he photographed in the catacombs of Paris). Nadar also created an impressive collection of portraits of famous individuals during his time (picture 5). Other predecessors of selfie could also include small mirror self-portrait created by the Belgian artist Henri Evenepoel in 1898, a year before he passed away (picture 6). It looks like current selfie by its composition, style and use of technique, also Frédéric Boissonnas (picture 7).

Picture 7: Swiss photographer Frédéric Boissonnas in 1900.

Picture 8: Digital photo booth (self-service photo booths), or currently still more attractive Selfie boot, photo booth.

Source: *PetaPixe. 2015. Mirror Self Portraits from the Early Days of Photography.* [online]. [2015-10-09]. Available at: < http://goo.gl/5i2p9p>.

Source: *Digital photo booth.* [online]. [2015-10-13]. Available at: <https://goo.gl/0BsvF5 />.

When we move several decades forward in the history, we come to the recent time period (picture 8). The author B. Fausing[16], who dealt with original and history of the first selfies, mentions another example of selfie in his short survey history: the album cover for Leonard Cohen's Various Positions (1984) is a selfie, too. The author also states that in 2004 a group named selfy (written with "y") was created on the photo-sharing social network Flickr, and it presented self-taken digital photographs. This term was fully accepted on MySpace.[17] At the beginning of 2007, the first group named "Selfie Shots" was created on Flickr. According to B. Fausing this word was used outside the social media for the first time in 2007 – when TMZ (news websites about celebrities) stated that the actress Rosario Dawson took a picture with fans (in the name of the article there was stated: "Rosario Dawson Takes a Selfie", TMZ. 18 September, 2007). Selfie has expanded not only among celebrities, but also among the fans and into several forms in different social networks since then.

3 Personality correlations of selfie

A brief history of self-portraits – selfies documents an interest of a person to show him, while this interest is also supported by psychologically understandable

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16   FAUSING, B.: *Become An Image. On Sefies, Visuality and The Visual Turn in Social Medias.* [online]. [2015-10-22]. Available at:
      <http://curis.ku.dk/ws/files/95157858/KEY_NOTE.docx>.

17   Ibidem.

feeling of control over the final picture – that is subjectively perceived as flattering. This aspect of control and self-satisfactory and self-satisfying feeling of own attractiveness, which according to an author of the selfie can be shared with others, has its ontogenetic and phylogenetic roots which from the growth perspective can be dated back to our childhood and from the development aspect to not so distant history, but to nowadays in a certain meaning. Each child has an immutable feeling of self-importance and self-centrism within the "universe" that can be supervised, it means current action radius of a child. In this context, the ontogenetic psychologists[18] speak about one of the typical characteristic of child's psychic – ego-centricity, which should gradually recede at the end of pre-school age (it is not so in case of some individuals, and this ego-centricity smoothly passes into egoism as a (relatively) permanent personal characteristic of an individual, or even into narcissism as a self-perception disorder). The idea to perceive its kind as a central kind in universe is phylogenetically connected with a tendency of a mankind as such – reflection of this universal human feature can be seen in the older tendency when people understood a place where they lived as a centre of universe (geo-centrism) and the mankind only very reluctantly subsided from this philosophy. However, it does not mean that the mankind was "cured" from the feeling of own importance – still there is irresistible and insurmountable tendency to sort phenomena, things and animals, insect and plants into classes according to their benefit for people versus their harm (animals are divided into domestic and wild, insect is divided into beneficial and harmful, flora is noble (cultivars) and wild (weeds), tendency to imagine alien civilizations as those with similar body structure – head, abdomen, legs, tendency to control nature and benefit from its wealth, to regulate flow of the rivers, etc. ...).

And so, selfies represent a phenomenon reflecting both characteristics of a mankind and characteristics of an individual. According to several authors, selfie also reflects personality of its creator.[19] L. Qiu, J. Lu, Sh. Yang, W. Qu, T. Zhu[20] found out that there are correlatives with selfie related to kindness, conscientiousness,

18   ŽEBROWSKA, M. et al.: *Vývinová psychológia detí a mládeže. Psychodiagnostické a didaktické testy.* Bratislava : UK FF v Bratislave, 1983, p. 992; KURIC, J.: *Ontogenetická psychologie.* Brno : Cerm, 2000, p. 180.
19   PARIS, C. M., PIETSCHNIG, J.: *But first, let me take a selfie: Personality traits as predictors of travel selfie taking and sharing behaviors.* [online]. [2015-10-25]. Available at: <http://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1138&context=ttra>; QIU, L. et al.: What does your selfie say about you? In *Computers in Human Behavior*, 2015 Nov., Vol. 52, p. 444. [online]. [2015-10-09]. Available at: <http://www3.ntu.edu.sg/home/linqiu/publications/selfie.pdf>; FOX, J., ROONEY, M. C.: The Dark Triad and trait self-objectification as predictors of men's use and self-presentation behaviors on social networking sites. In *Personality and Individual Differences*, 2015 Apr., Vol. 76, p. 162.
20   QIU, L. et al.: What does your selfie say about you? In *Computers in Human Behavior*, 2015 Nov., Vol. 52, p. 446. [online]. [2015-10-09]. Available at: <http://www3.ntu.edu.sg/home/linqiu/publications/selfie.pdf>.

neuroticism and openness. The authors J. Fox and M. C. Ronney[21] identified a relationship between personality characteristics and frequency of selfie posts – they found out that many selfie posts can be an indicator of narcissism and psychopathy. Correlation with narcissism was also confirmed in the research carried out by P. Sorokowski, A. Sorokowska, A. Oleszkiewicz, T. Frackowiak, A. Huk, and K. Pisanski[22], also by E. B. Weiser[23]. N. Bruno, M. Bertamini and F. Protti[24] pointed out the fact that in self-portraits the artists presented right side of their face more significantly than the left side in the past. According to them this phenomenon can have a psycho-biological base – the authors of self-portraits often copied their image by looking into mirror, and if they preferred the left side of the face (lateralization of emotions in the right hemisphere of the brain) in the mirror, it led to the right "face bias" in the picture. The authors tested this hypothesis on SElfieCity (3200 selfies shared on Instagram from 4 to 12 December, 2013 from New York, Sao Paulo, Berlin, Moscow and Bangkok) in two typical styles: "standard" and by using a mirror. By the analysis the authors found out that the first style reflects bias and vulnerability of the left side of the face (left cheek bias), whereas the second reflects distortion of the right side of the face (right cheek bias). According to the above stated, selfies are mostly results of our emotional side.

Reflections of the authors L. Qiu, J. Lu, Sh. Yang, W. Qu, T. Zhu[25] can be considered as the first speculations, whether selfies are original view of reality. They state that selfie includes elements which are not in other types of photographs, such as e.g. duckface, or pouty lips. However, this assumption is not so correct – the above stated phenomena are not new and they were also noticeable in previous periods on standard photographs taken by other person than the one depicted on the photo, e.g. photographs of M. Monroe, B. Bardot, or even pin up girl phenomenon known from the beginning of the 20th century. It is a phenomenon of signalization of real or pretended attractiveness well known to psychologists.[26]

21 FOX, J., ROONEY, M. C.: The Dark Triad and trait self-objectification as predictors of men's use and self-presentation behaviors on social networking sites. In *Personality and Individual Differences*, 2015 Apr., Vol. 76, p. 164.

22 SOROKOWSKI, P. et al.: Selfie posting behaviors are associated with narcissism among men. In *Personality and Individual Differences*, 2015 Oct., Vol. 85, p. 124.

23 WEISER, E. B.: #Me: Narcissism and its facets as predictors of selfie-posting frequency. In *Personality and Individual Differences*, 2015 Nov., Vol. 86, p. 478.

24 BRUNO, N., BERTAMINI, M., PROTTI, F.: Selfie and the City: A World-Wide, Large, and Ecologically Valid Database Reveals a Two-Pronged Side Bias in Naïve Self-Portraits. In *PLoS ONE*, 2015, Vol. 4, No. 10, p. 2.

25 QIU, L. et al.: What does your selfie say about you? In *Computers in Human Behavior*, 2015 Nov., Vol. 52, p. 443. [online]. [2015-10-09]. Available at: <http://www3.ntu.edu.sg/home/linqiu/publications/selfie.pdf>.

26 According to evolution theory these signs belong to so called universal signals of attractiveness – they increase reproductive advantage, and so women are associated with youth and fertility: besides big eyes, small nose and a chin, signs of maturity are high cheekbones and tapered face, as well as expressive lines: highbrow, large pupils, wide smile and full bright lips. Pouting of lips enlarges them optically and they look

As already stated above, creating of selfie is carried out in order to address perception of the addressee (please, see for example a research of selfie and wished perception carried out by the authors Chandra, Qiu, Roy, Lin, and Jakhetiya.[27] An issue whether selfie is perceived differently from professionally created portrait was researched by F. Mazza, M. Perreira da Silva, P. Le Callet.[28] They compared how portraits created by professionals and laymen are perceived on the social networks in different contexts. As results of their running work they state the following: Evidence of preference for professional portraits has been shown to be an influent factor for part of proposed stimuli. Our research also outlined that crowdsourcing is a suitable strategy for this kind of picture evaluation; although a careful planned experiment is needed as well as reliability measures. The authors open possibilities for further findings in further research, namely particularly in connection with possibilities and presentation within social networks, or widely understood advertising with use of crowdsourcing.

4 Creativity, originality, banality

Based on the above mentioned facts it is evident that the phenomenon of selfie is not new; it is just *a newly chosen name of a specific type of a self-portrait.* According to a concept of M. A. Boden[29], we distinguish two categories of novelty: P-Novel, it means psychological novelty (deals with thoughts or ideas which are new for a personality, but can be learnt from others) and H-Novel (historical novelty[30]- thoughts, ideas, solutions that have not been discovered yet) – phenomenon of selfie, the popularity of which has increased rapidly in recent years and we are witness of it *does not belong to the category of H-Novel*. However, it can be processed in a new unusual way and it can be applied so it develops creative potential of an individual. Creativity is an entity which is multi-layer and multi-dimensional. According to classic, but still valid concept of J. M. Rhodes[31] we do not have to think about creativity only as about dimension of a potentiality of an individual (represented by a term – person), but on the basis of performed analysis of attitude, Rhodes identified three sources leading to

more fully. (For more information, see: ROSENTHAL, M.: *Human Sexuality: From Cells to Society*. Australia : Cengage Learning, 2012, p. 576; LEWIS, D.: *Tajná reč tela.* Praha : Victoria Publishing, 1989, p. 229).

27 CHANDRA, S. et al.: Do Others Perceive You As You Want Them To? Modeling Personality based on Selfies. In *The 1st International Workshop on Affect & Sentiment in Multimedia. Conference Proceedings.* New York : ACM New York, 2015, p. 3.

28 MAZZA, F., SILVA, M. P., CALLET, P.: *Would you hire me? Selfportrait images perception in a recruitment context.* [online]. [2015-10-22]. Available at: <https://hal-insu.archives-ouvertes.fr/hal-00952704/document>.

29 BODEN, M. A.: Précis of The creative mind: Myths and mechanisms. In *Behavioral and Brain Sciences*, 1994, Vol. 17, No. 3, p. 521.

30 RIPPLE, R. E.: Teaching Creativity. In RUNCO, M. A., PRITZKER, St. R.: *Encyclopedia of Creativity.* Cambridge, Massachusetts : Academic Press, 1999, p. 629.

31 RHODES, M.: An analysis of creativity. In *The Phi Delta Kappan*, 1961, Vol. 42, No. 7, p. 205.

creativity: creative *process*, pressure of the environment which is called as press by the author and the output itself – it means a creative *product* (his concept is also called 4P creativity concept). In case of selfie, it would be a creative product, if selfie fulfils criteria set for creative product. One of the basic criteria and creativity indicators is *originality*. Originality is defined as in-frequency of an idea within population (see e.g. Torrance[32]) Not only a factor of historical novelty can be original, but also internal structure or idea – composition, viewing angle, specific environment and context, as well as presence of humor or so called the second layer of the meaning.

S. E. Moriarty[33] (1991), the author of many scientific papers and academic publications dealing with creativity and medial and marketing communication defines originality as something "*that has not been seen before, something new*"[34] (Moriarty, 1991, page 103). According to this author, another characteristic feature of originality is so called *juxta-position – based on ideas and thoughts in non-expected association.* Taking into account the above mentioned, there is a question that originality is not categorical dichotomic variable (present versus non-present originality), but we can also take into consideration linear variable to the continuity from zero to opened/not determined maximum. According to the above mentioned, from the H-novel, for which the maximum originality is characteristic, we can smoothly come to the level, where originality is present, but it does not have to be necessarily new in the timeline, or its novelty can be of a different character. The above defined creativity and originality are based *on paradigm of creativity psychology*, which does not deny originality as a phenomenon, and it even suggests valid identification methods and techniques *within the abilities of a personality*. But these are slightly more difficult to use when deciding *on a creative product* (although there are separate methods for different areas of a human production – whether they are innovations, inventions or products, such as advertisements, ...). However, the situation is different *in art*. With postmodernism the originality becomes an object of extensive discussions and is *considered as obsolete; boundaries between originality and copy are lost.*[35]

32 TORRANCE, E. P.: Predicting the creativity of elementary school children (1958 80) and the teacher who "made a difference". In *Gifted Child Quarterly*, 1981, Vol. 25, No. 2, p. 52; TORRANCE, E. P.: Empirical validation of criterion referenced indicators of creative ability through a longitudinal study. In *Creative Child and Adult Quarterly*, 1981, Vol. 6, No. 3, p. 136.

33 MORIATY, S. E.: *Creative Advertising: Theory and Practice*. Englewood Cliffs, NJ : Prentice Hall, 1991, p. 480.

34 Ibidem, p. 103.

35 Nowadays, the creativity itself and its products become an object of so called creative industry. This name means historical shift in the approach to potential business activities also in the area which have been recently considered as mostly or exclusively non-economic. There are extensive discussions related to this phenomenon, which go beyond a frame of this scientific paper. (For more information, see: FLORIDA, R., TINAGLI, I.: *Europe in the Creative Age*. Europe : Demos, 2004. [online]. [2013-04-15]. Available at: <http://www.creativeclass.com/rfcgdb/articles/Europe_in_the_Creative_Age_2004.pdf>; HOWKINS, J. A.: *The Creative Economy. How people make*

For example, they include a paraphrase. Paraphrase is usually understood as a conscious retelling of thoughts of another person. In the visual field it a conscious imitation or takeover of a style, element or the whole work of another person. Selfies could be understood as imitation of a style or element. However, in case of paraphrase, the author´s effort is not to pretend that these elements are his (it is typical for a fake or plagiarism), but the author uses elements he has created or which have been used by someone else before. This effort used in the art or science is motivated by searching for new contexts, analyzing of existing relations or knowledge, etc. In the art, it is motivated by searching for other possible meaning of some icon, form, or style. Particularly in the field of visual art and literature, several types of *paraphrases* were described (see for example Žilka[36] or Gero[37]): allusion (hint, incomplete comparison), quotation, invocation (adoration), camouflage (masking), comment (explanation, interpretation), persiflage (derision, ridicule, mockery), negation, in the visual art – re-paint, destruction, recycling (to put into action again, to re-use), re-interpretation.[38] *Appropriation* is a specific procedure that was a reaction to elitism of Avant-garde in the 60´s[39], and where quotation is the only structure of newly-established visual work, while it doubts a concept of unique, special piece of art; by this it disrupts a concept of originality – the way how appropriation is executed is original.

This procedure is based on appropriation of already existing images, while there is still free manipulation with the total history of the artifact. As an example we can mention e.g. ready-made of Marcel Duchamp (a pissoire located in the gallery). He equals the created and the found out – seen in the new context, by what he pre-defines creativity as such. He particularly challenges its key criteria: novelty. He pre-defines it into *untowardness, difference in connection with relations or combinations not seen so far.* The author does not create; the author only *re-interprets*. M. Bilbo puts this way of quotation even further – he paints works that look like originals from other artists, while he called them as "this is

money from ideas. New York : Penguin Press, 2001, p. 304; KLOUDOVÁ, J. et al.: *Kreativní ekonomika: Trendy, výzvy, příležitosti.* Praha : Grada Publishing, a.s., 2010, p. 224; PRAVDOVÁ, H.: Kreatívny priemysel: legitimovanie ekonomizácie mediálnej kultúry? In GAŽOVÁ, V. (ed.): *Metamorfózy priemyslu kultúry.* Bratislava : UK v Bratislave, 2014, p. 99 et others).

36 ŽILKA, T. et al.: *Teória literatúry pre gymnáziá a stredné* školy. Bratislava : Litera, 1997, p. 219; ŽILKA, T.: *Poetický slovník.* Bratislava : Tatran, 1987, p. 376.

37 GERO, Š.: *Komunikácia – umenie – marketing.* Nitra : UKF, 2012, p. 323.

38 *Re* – the first; it means the first part of words having the meaning of back, backwards, again, once more. (Remark by K. F. and Ł. P. W.).

39 S. Riečičiar states that it was expanded at the beginning of the eighties in the art, but its incurrence can be observed from the beginning of the century. (For more information, see: RIEČIČIAR, S.: Výtvarné umenie a postmoderna; apropriácia, postprodukcia a ideová recyklácia v súčasnom umení II. In *Feel art – noviny* o *umení*, 2014, Vol. 4, No 2. [online]. [2015-10-25]. Available at: <http://feelart.sk/index.php/prvyrocnik-1/24-vytvarneumenie1/65-stanislav-rieiiar-vytvarne-umenie-a-postmoderna-apropriacia-postprodukcia-a-ideova-recyklacia-v-suasnom-umeni-ii>).

not ....." (Not Manzoni, Not Picasso, Not de Chirico…). Similarly, Sh Levine makes verbatim copies of originals. However, these copies are distinguishable from the original. Despite their literality, there are often noticeable elements of shabbiness, as far as reproduction of works of art are used as models;[40] he also refers to original by the names of his copies – he names them by using the word *after*, for example *After Malevich* (ibid)*. Re-interpretation (also in case of appropriation) is the essence of re-definition* – one of several criteria or attributes of divergence as already described by J. P. Guilford,[41] a psychologist who dealt with systematic examination of creativity phenomenon. Re-definition together with originality, mind flexibility and elaboration belong among pillars of divergent thinking, and it is one of the main components of the creativity. It is evident from the above mentioned that if selfie is re-interpretation or re-defining of original version or adding of a new context, it can be a creative artifact or product. We stated above within the phenomenon of selfie that in many cases the selfie is created in order to imitate celebrities. In this case it does not have to be redefinition or a new context which the author of selfie is searching for, but it can be epigone.[42] However, epigone is considered as a creative principle in postmodern culture (see for example Mistrík[43]). Another procedure that could include selfie is a pastiche.[44] Š. Gero speaks about a pair originality – multiplication.[45] The issue of overlaps and common features, particularly differences, is dealt in our scientific paper which is under preparation at the moment. Also these factors confirm that originality of a product is not categorical dichotomous variable (see above) and that the ideas about analogue variable to the continuity from zero to open / undetermined maximum are justified similarly as it is in evaluation of creative abilities of personality. M. Kilgour´s four quadrants distinguishing creative, bizarre, normal and existing product on the basis of identification of high versus small degree of originality and similarly also suitability, should be amended.[46]

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40 RIEČIČIAR, S.: Výtvarné umenie a postmoderna; apropriácia, postprodukcia a ideová recyklácia v súčasnom umení II. In *Feel art – noviny* o *umení*, 2014, Vol. 4, No 2. [online]. [2015-10-25]. Available at: <http://feelart.sk/index.php/prvyrocnik-1/24-vytvarneumenie1/65-stanislav-rieiiar-vytvarne-umenie-a-postmoderna-apropriacia-postprodukcia-a-ideova-recyklacia-v-suasnom-umeni-ii>.

41 GUILFORD, J. P.: Creativity in Retrospect. In PARNES, S. J. (ed.): *Source Book for Creative Problem Solving*. London : Creative Education Foundation Press, 1992, p. 70.

42 Imitation of famous persons, repetition and using of ideas of another person. (Remark by K. F. and Ł. P. W.).

43 MISTRÍK, E.: *Slovenská kultúra* v *multikulturalizme.* Nitra : FF UKF v Nitre, 2006, p. 24.

44 The word pastiche is from the French word pastiche, or from the Italian word *pasticcio* = paste, "mixture"; it is imitation of a visual or other (mainly) art work and expression of a famous author; this expression started to be used in the visual art. (For more information, see: BALEKA, J.: *Výtvarné umění: výkladový slovník (malířství, sochařství, grafika)*. Praha : Academia, 1997, p. 430).

45 GERO, Š.: *Komunikácia – umenie – marketing.* Nitra : UKF, 2012, p. 116.

46 KILGOUR, M.: *Big C versus little c Creative Findings*. [online]. [2007-07-30]. Available at: <www.cream.oulu.fi/tutkimus/documents/Kilgour_kkjouluk.pdf>.

In connection with defining of creativity, S. P. Besemer and D. J. Treffinger speak about three dimensions[47], while the first of them – *novelty* includes three factors: originality, stimulation and transformative effect. It complements view on the fact that originality also brings new impulses into the future and inspires to other ideas and solutions. These artifacts inspire to redefinition, quotation, paraphrase and completion. However, according to Margaret A. Boden[48] defining of originality as an absence of occurrence of ideas repetition is a problem – some ideas are original, others are only new and they do not include component of creativity. According to her, this problem can be solved through so called *computational* concepts. The author distinguishes *improbabilist and impossibilist* types of creativity. The first of these types includes *new combinations of known ideas.* According to deeper analysis, it includes so called METCS: mapping, exploration and transformation of a concept area. Impossibilist types of creativity are connected with generating of thoughts that *have not been acquired earlier* with regard to specific conceptual areas. They are enabled to some transformations of this area. The more clearly the conceptual area is defined, the better we can identify creative ideas. However, several authors do not consider one criterion, such as originality, to be sufficient. Therefore, only a product of human activity, which includes *not only novelty (originality), but also usability – a value of the product* can be considered as creative according to some authors, such as A. Rothenberg, C. R. Hausman[49], and R. M. Garrett[50]. M. Zelina emphases that *both criteria must be fulfilled at the same time.[51]* It means that if a product is only new (original), but it is not useful, valuable and usable, it cannot have the attribute of being creative. On the contrary, if a product is only useful, valuable, and usable, but it is not original (new), it is also considered as not creative. Detailed analysis of relationship between both criteria of creativity is presented by M. Kilgour[52] in his work, where he enriches this approach with identification of extent of fulfillment of this criteria. It means that adequacy, suitability, relevance, as well as current originality do not guarantee creative product – creative product is guaranteed only when high extent of adequacy, suitability, relevance, and originality is achieved. If we rely on a definition of creativity that requires current *presence of originality and usability[53]*, then the usability would not saturate only

47   BESEMER, S. P., TREFFINGER, D. J.: Analysis of Creative Products: Review and Synthesis. In *Journal of Creative Behavior*, 1981, Vol. 12, No. 3, p. 158.

48   BODEN, M. A.: *The Creative Mind: myths and mechanisms.* London : Routledge, 2004, p. 40.

49   ROTHENBERG, A., HAUSMAN, C. R.: *Introduction: The Creativity Question*. Durham, NC : Duke University Press, 1976, p. 380.

50   GARRETT, R. M.: Issues in Science Education: Problem Solving, Creativity and Originality. In *International Journal Science Education*, 1987, Vol. 9, No 2, p. 126.

51   ZELINA, M.: Creativization of Personality-the Need to study it. In *Studia Psychologica*, 1992, Vol. 34, No. 4-5, p. 368.

52   KILGOUR, M.: *Big C versus little c Creative Findings.* [online]. [2007-07-30]. Available at: <www.cream.oulu.fi/tutkimus/documents/Kilgour_kkjouluk.pdf>.

53   ROTHENBERG, A., HAUSMAN, C. R.: *Introduction: The Creativity Question*. Durham, NC : Duke University Press, 1976, p. 380; GARRETT, R. M.: Issues in Science Education:

subjectively narcissistic needs (as may be in case of selfie creation), even though a subjective benefit of one individual could be respected according to some definitions of creativity[54], while subjective benefit in terms of development, shift, self-realization of a personality itself is taken into consideration.

Conclusion

Our scientific paper is devoted to development of selfie phenomenon, particularly to growth of its popularity in last years, when significant increase of interest in selfie has been recorded in browsers since 2013, and which still reaches high values. Displaying of oneself is not new from the historical point of view and in our short excursion to history we pointed out to interconnection of development of displaying techniques, and particularly technologies, with development of a type, number, way of display and sharing of self-portraits. New technologies enable creation of self-portraits also to people without particular knowledge (in contrary to artists working in photo studios in the past) – everything is done by technology itself. The question, whether selfie is original or banal remains open – it can be partially answered at two levels – from the historical perspective it is not original phenomenon which was invented just at this time. From the perspective of displayed content, there can be different levels of a creative product (creativity can be expressed in any area of human activity). The question is only to decide on extent of creativity – to do it, it is necessary to set clear criteria and to develop domain-specific methodology (as proposed for example by Csikszentmihaliy[55]). However, these efforts form a thesis of another scientific paper if is evolution or revolution?

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54 ROGERS, C.: *Freedom to learn.* New Jersey : Prentice Hall, 1994, p. 431.
55 CSIKSZENTMIHALIY, M.: *Flow*. Praha : Portál, 2015, p. 326.

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ARCHIVING DOCUMENTS IN FORM
OF IMAGE USING MATLAB AND PHOTOSHOP

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Abstract
This paper describes a method for long-term archiving documents of different nature (images, photos, text, graphs and so on) in the unstructured electronic form. Regardless if it is text or image, data can be stored in heterogeneous data sources in different structures and each other "mixed". If it necessary to archive the images or photos together with description, using script in the Matlab we can prepare data to be saved in the layers in Photoshop. Matlab environment addresses the method of data extraction, transformation and alignments records, and then store the data in electronic form in unstructured environment of Photoshop tool. Records are transformed into graphic form and then, using layers, saved in the Photoshop tool – *. psd. The entire process is automated using Matlab environment and its functions to execute Photoshop and involve Photoshop procedures.

Key words:
Archiving. Data. Document. Matlab. Photoshop.

Introduction

Electronic data documentation is now common issue for most companies. There are various systems allowing the documentation to create and manage either tool to use for offices (eg. the Alfa program from the company Kros, Money S3, etc.), or customer information systems (eg. From IBM SAP, etc.). In both cases, the normal part program and subprogram for data backup to prevent data loss due to hardware failure, or in the case of a lay user intervention into the data structure, respectively intervention of foreign persons (criminal act), viruses, natural disasters and the like. The need to back up data today is now widely accepted as correct.

1 Backup and archiving

Backup means schedule and safe storage data, and if necessary the company could renew all the systems. The primary objective is therefore recovery backup systems as far as possible in the most current state. Its role is thus not giving insight into the history, but it is in charge of archiving. In most cases, organizations may access the archiving only when the need to retain data, for example, for legislative reasons and then when them already do not work actively, where necessary, free up space for new data on expensive storage systems. When backing up the original data remain in the same place, while the copy is transmitted to another site. It is carried out mainly for the safety reasons in case of failure of primary storage data recovery was possible. In contrast, arise when archiving copies of data, but data

is directly transferred to other types of storage with lower operating costs. This is a fundamental difference between backup and archiving. From that then unfolds the target group for both processes. Should back up all types of companies and organizations it depends on their intellectual property. Archive is then worth it when you need to store large amounts of data over a long period of time.[1] The aim is therefore archiving storage and related ensuring long-term availability of data in digital form. But this will meet the specific requirements. Digital archive must ensure the continuity of data for decades, using control mechanisms must deal with the finality and non – modifiability documents and be able to work with metadata to the archived data was not only a digital chaos. And to make matters worse, it have to be able to use without complex data migration to new types of servers and storage arrays that appear on the market sometime in the future. For those reasons are demands made on filing archiving systems especially high and its complexity exceeds backup solution. Digital archive must be sufficiently robust to allow authentication and storing unchanging data using a digital signature and at the same time the possibility of verifying that the data from the time of deposit remained unchanged.[2]

Data Archiving Information System works exclusively with data that has somehow arisen box. This is a structured data. Data structure maintains the information system. Logic data archiving information system is built on a simple principle – the value of data changes over time. No data have the highest value at the time of its creation. Then their value decreases. Nevertheless, the organization shall, on the basis of a legislative obligation to retain for a long time (about 5 to 10 years depending on the type of data). After that time-is not cost-effective to retain transaction is closed, the old data in the database information system. Data Archiving solves the transfer of these data from the information system database to another type of storage. An important principle which must be respected, says the data must still be viewable from the information system, as it owns them, and still maintain their structure.[3] Sometimes there is the need to handle archive data as big data. Specific solution is described in the literature.[4] In the case of archiving data stored in the information system is a structured data archiving. Their reconstruction is necessary not only compliance software compatibility (thus buying the next version of the program from the same supplier), but also hardware compatibility, which is virtually impossible conditions for decades. Thus the old structured data will have to be either from this long-term archiving excluded completely, or at a high cost transformed into a new form (structure).

1   DIVINEC, L.: *Co by měl umět moderní datový archiv ve firmě?* [online]. [2015-10-06]. Available at: <http://www.ictmanazer.cz/2011/11/co-by-mel-umet-moderni-datovy-archiv-ve-firme/>.
2   Ibidem.
3   MRÁZ, J.: *IW: Archivácia dát informačného systému*. [online]. [2015-10-06]. Available at: <http://www.itnews.sk/tituly/infoware/2010-08-23/c135372-iw-archivacia-dat-informacneho-systemu>.
4   TRNKA, A.: Big data analysis. In *European Journal of Science and Theology*, 2014, Vol. 10, No. 1, p. 143-148.

One approach to make archiving process not only to be more efficient, but over the decades allow it, is the change of structured data to unstructured. This usually means transforming them into a commonly used file formats (export) documents such as Office applications. At the cost of losing data structures (and thereby reduce the ability of searching and matching) we ensure easy and inexpensive availability of the data. In this process, we should also choose file formats that are time-tested and have proven their ability to maintain the compatibility over decades. One of these formats is mainly image file formats. The advantage is also a number of free programs for their display (i.e. free licenses).

2 Matlab environment

In my work I focused on the transfer of structured data to unstructured text format and then to the image data format. Since the transfer of data from the structure is relatively complex process, it is necessary to use sophisticated tools upgradeable options and a high algorithmic variability. Often times the data are stored in dozens of tables and "mixed" with the other. Thus, export (migration) data in unstructured form must respect all recorded dependencies, and use them to obtain the required information from the entire data structure (database) and assign them just one record. Such a tool is Matlab. Matlab simulation programming language is the 4th generation in integrated environment for technical calculations, modeling, simulation and analysis. It allows interactive work, but also to create an application. It provides users relatively powerful graphics and computing tools, as well as an extensive library of functions that are useful in scope in virtually all areas of human activity. Thanks to its architecture Matlab is also designed for those who need to solve computationally intensive tasks without detailed examination of the mathematical nature of the problem. Matlab own language is much easier than Delphi or C and a high potential productivity and creativity. A major strength of Matlab is fast computational core with optimized algorithms and powerful mathematical base. Matlab implementations are key platforms – Windows and Linux and followers.[5]

3 The tool for editing graphical data – Photoshop

In my work I focused on the creation of electronic archive, which stores records intended for long-term archiving in unstructured form. Thus, in contrast to a database or data warehouse data are organized. For long-term storage of data in electronic form, it is important to choose such a format that is not only widely supported (such as * .doc), but also a well-known (in terms of its internal structure). This condition meets formats * .jpg, * .gif, * .bmp, and so on. Their disadvantage is the way of data representation in the form of 2D images. They

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5   HALENAR, R.: *MATLAB: Properties of dynamical systems: research of dynamic system properties*. Saarbrücken : Lap Lambert Academic Publishing, 2012, p. 62.

thus have the opportunity (capability) to represent complex structures. Data are ordered chronologically and therefore would need to keep it on several such files, which represent the chronology, i.e. number sequence in the file name. (obr001. jpg, obr002.jpg obr063.jpg ... ... etc.) It was necessary to find such a format which would respect the conditions of the broad support known internal structure and representation with the ability chronology. A compromise which satisfies this purpose is a graphic format * .psd, it is a Photoshop file. Photoshop (often referred to as PS) is a raster program produced by Adobe designed for creating and editing 2D graphics. From the title it is clear that was originally created as a tool to adjust the then scanned photographs, but his options and advanced tools made from it quickly universal tool for work with 2D graphics for professionals. Photoshop is by far the most advanced and most professional tool for working with raster graphics. Photoshop features are almost unlimited.[6] Adobe Photoshop represents not only the tip of photo editing, but also in the field of 2D graphics in general. It is a professional tool which, not suitable only for the work of the photographer (as might whisper the name) but also, for example, architects, 3D designers, scientists and doctors. Layers are one of the characteristic features of Photoshop. We understand under layers of photos, texts, filters and the like.[7] There is a clear parallel with the card of patient health records, when the individual layers may contain both text information and the graphic records (outputs EEG or ECG, X-ray images, namely records MRI or CT) and even video (automatic mode imaging sequences, MRI, ultrasound video recordings, etc.). Thus, Photoshop can save several types of information in a single file, and offers the possibility of a chronological representation and at the same time we know (at least partly) the internal structure of stored information. Last property from the said (the interior structure of stored information) is crucial in the automated transformation of various types of data from different types of storage. Using MATLAB, this process can capture and transform data to automate (depending on specific conditions partially or fully), and then stored in * .psd.

4 Extraction, transformation and loading data in unstructured form

The following example is a sample processing of one X-ray image, and the three health records using MATLAB into * .psd. First, it is necessary to accurately identify input sources:
• Location – network storage, IP address, database, and "connect string",
• File format – format internal DBMS (database management system) Oracle or another format, and file extension, the need to transfer into electronic form,

6   MAK, J.: *Photoshop – úvod.* [online]. [2015-10-06]. Available at:
     <http://www.photoshopbook.net/photoshop-manual/photoshop-start.html>.
7   ONDROUŠEK, L.: *Adobe Photoshop.* [online]. [2015-10-06]. Available at:
     <http://www.ephoto.sk/fototechnika/recenzie/softver/adobe-photoshop/>.

• The export options into the standard formats – must be considered or benefits of the export.

In our illustrative example we have an image (scanned and stored in * .jpg) and records about the picure (transcribed into * .txt). Textual records were further modified by inserting a special character "%" indicating the end of the line, because the line width is to be adjusted according to the size and font type and resolution used by the next file in Photoshop – u * .psd. Subsequently the text records were stored in * .xlsx for further processing (parceled into individual lines of text ready for publication and further automated processing in Matlab). In automatic data processing from specific sources directly in Matlab can easily solve data extraction followed by pretreatment (preprocessing) text records into the required format, respectively, add a special characters to the text. Matlab has subsequently launched a transformation script that images in * .jpg and text entries in the * .xlsx processed and stored as layers in Photoshop, which is shown in Pic. 1-3.
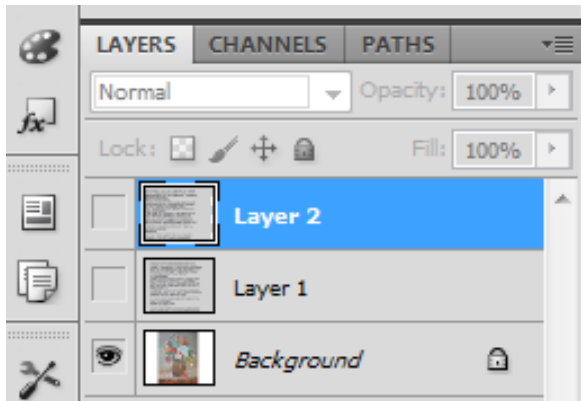
Picture 1: Layers in Photoshop, created by Matlab
Source: Own processing
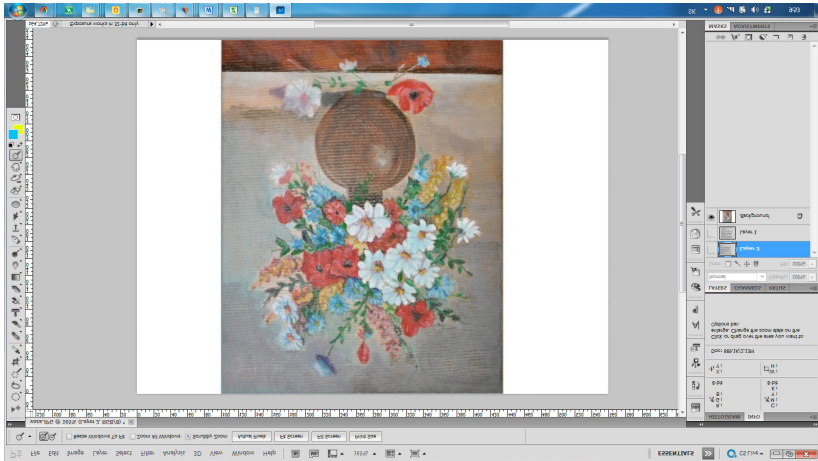
Picture 2: Photoshop with active and visible layer of image
Source: Own processing
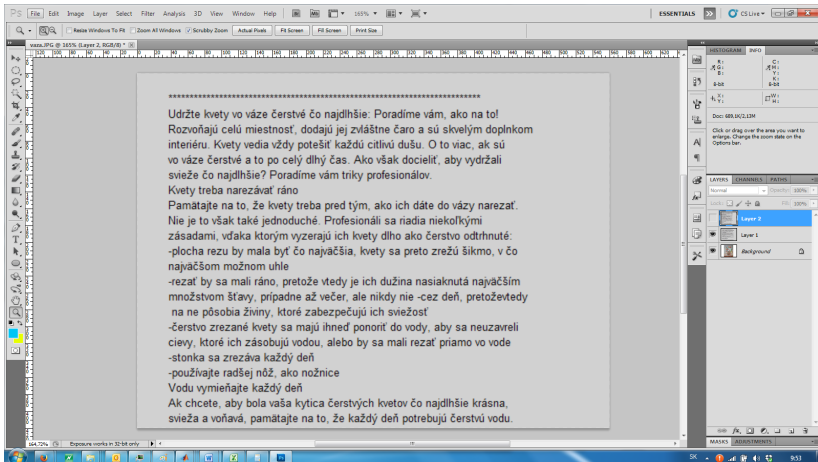
Picture 3: Photoshop with active and visible layer of text data
Source: Own processing

Conclusion

To store data in unstructured form is unrecoverable and irreversible process. After this, it is not possible to read text information and use them in other formats, except for image formats. This way we should prepare documents for long time electronic archiving. To store it is possible to use local or network storage

(file server or NAS Network – Attached Storage), respectively. storage internet – Provider. To view records, it is possible to use some commercially available browsers * .psd files (eg. Free PSD viewer, IrfanView, MyViewPad, Picasa 3.6, etc.), Just Photoshop plug – in for viewing * .psd files in a standard web browser because direct customer applications to manage and access to archival records.

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HALENAR, R.: *MATLAB – Properties of dynamical systems : research of dynamic system properties*. Saarbrücken : Lap Lambert Academic Publishing, 2012.

MAK, J.: *Photoshop – úvod*. [online]. [2015-10-06]. Available at: <http://www.photoshopbook.net/photoshop-manual/photoshop-start.html>.

MRÁZ, J.: *IW: Archivácia dát informačného systému.* [online]. [2015-10-06]. Available at: <http://www.itnews.sk/tituly/infoware/2010-08-23/c135372-iw-archivacia-dat-informacneho-systemu>.

ONDROUŠEK, L.: *Adobe Photoshop.* [online]. [2015-10-06]. Available at: <http://www.ephoto.sk/fototechnika/recenzie/softver/adobe-photoshop/>.

TRNKA, A.: Big data analysis. In *European Journal of Science and Theology*, 2014, Vol. 10, No. 1, p. 143-148. ISSN 1841-0464.

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INTERNETISATION OF JOURNALISTIC WORK, ITS CHARACTERISTICS AND PRINCIPLES IN VIRTUAL ENVIRONMENT

Vladimíra Hladíková

Abstract
Internet offers a lot of new options to the mass media in terms of spreading its communication. It became such a crucial environment and a medium that almost no journalist can avoid it. Digital journalism lately became a significant phenomenon of the media market, caused by expansion of new mobile, information and communication technologies. The goal of this article is to define basic characteristics of online journalism, its development, main features and principles of work based on theoretical analysis. Increased attention is given to the topic of a personality of an online journalist, and sources of information in online journalism.

Key words:
Internet. Journalism. Online journalism. Online journalist. Sources of information.

Introduction

The media environment started to change significantly based on an influence and development of new information and communication technologies at the break of the 20th and 21st century. Internet became the revolutionary phenomenon and caused changes in all aspects of life. The creation of internet and its expansion also meant innovation in media – via internet, digitalised messages and information can be searched and exchanged in a very short period of time, which started to be used by the media in a great extent. The start of new technologies brought new options to the traditional media so that new space could be formed also for new media – online media. As D. McQuail, a famous media theorist said: „*the rise of a new technology does not generally push away the old media, but makes them adapt to the new conditions on market.*"[1] It is also important to note, that each medium entering the market found its way to the consumers faster, than the previous one. It is important to note that every medium which has come, found the way to their consumers faster than previous one.[2] The goal of the academic article is a basic characteristic and description of online journalism, its main principles, current status and to specify several rules for creating jornalism in virtual environment.

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1   McQUAIL, D.: *Úvod do teórie masové komunikace*. Praha : Portál, 1999, p. 197.
2   BEDNÁŘ, V.: *Internetová publicistika*. Praha : Grada Publishing, a.s., 2011, p. 13.

1 Internet and its impact to journalistic production

The change of internet paradigm from more or less passive media to a space for communication requiring active participation of its users is connected with the launch of Web 2.0. This term first appeared in 1999 and indicated a phase of web development, in which the static and fixed content was replaced by a space for sharing and creation of the mutual content. Some of the characteristics of Web 2.0 is an option for the users to create the conent, more detailed structure of hyperlinks, as well as a change of the static web pages to sources containing information along with functionality. Based on new trends and technology improvements, Web 3.0 appeared as a term, outlining the next phase of web development. This term, however, has been discussed and the experts has not yet agreed on its usage. From the typological point of view, we can place internet into a group of new media. It is a multi-media channel enabling communication to huge masses of users in real time. Apart from internet, the set of new media also contains web pages, internet applications and techologies available in and out of the online environment (e.g. mobile phones, mp3 players, etc.).[3] The distinguishing parameter of new media is the usage of modern communication and information technologies. Therefore the ones we mark as online media are characterised by using internet as a platform, and sharing of data through it. The online media include e-mail, chat, discussion forum, instant messaging, blog, etc.[4]. J. Trappel includes the followig characteristics to the basic differentiation criteria:
• usage of digital technologies,
• actuality,
• multimediality,
• interactivity,
• hypertextuality.[5]

2 Definition of the term of online journalism

With the spread of internet and other technologies, a new phenomenon entered the domestic and world journalism. In this period of time a new group of journalists began to form, who managed to mediate information or significant events to common recipients via a new, unknown way. The internet was the tool, through which they could publish the obtained information much faster, in an unlimited extent, with lower costs and an option of immediate reactions and feedback from the readers. Over time, this trend started to be used by higher and

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3   VIŠŇOVSKÝ, J.: Print Journalism in the Era of Electronic Media. In *Mediterranean Journal of Social Sciences*, 2015, Vol. 6, No. 6, p. 48-54.
4   VIŠŇOVSKÝ, J.: *Problematika štruktúry a kompozície v novinárstve*. Trnava : FMK UCM v Trnave, 2012, p. 131-132.
5   TRAPPEL, J.: *Online-medien. Leistungsprofil eines neuen Massenmediums*. Konstanz : UVK Verlagsgesellschaft mgH, 2007, p. 35.

higher number of journalists. In order for their work to be placed into the category of online journalists, a Czech expert for online journalism M. Šmíd defines several criteria. He claims, that the real internet journalism is that kind of news report, which meets general requirements to keep clear and understandable form, to mediate actual, adequately processed, sorted and agregated information while keeping the maximum of objectivity. Based on these requirements it is possible to exclude many specialised webs, club or fan pages from the online journalism category, as they produce contents for a limited group of recipients. Out of scope are also servers, which contents are created exclusively by the readers themselves (e.g. comments, blogs, photo sharing, daily news webs). This form of journalism falls under the group of „public journalism". In the form of public journalism, the participation of readers as creators of contents should lead to an independent, responsible and exact information sharing, required by democracy.[6]

As it is already stated above, web 2.0 and its technological improvements created an ideal environment to enforcement journalism on internet, while until then it was only realised in the traditional media. In spite of the fact that internet had technically overcome their options, even the traditional media like press, photography, film, radio and television have participated in their ways in the co-creation of producst that are the outcome of online journalism. Their influence can be seen for example in the genres and terminology of „new journalism" which was taken from its traditional form. The new form of journalism also determined an establishment of new technical terms and names, that come mainly from the English language. What is then the definition of online journalism? *„The term of online journalism means publishing of journalistic statements and journalistic entities in their variety of forms, on the internet."*[7] According to the publication of Internet Encyclopedy, online journalism has *„a chance to grasp the best characteristics of already existing mass and news media, to eliminate most of the weaknesses and turn them over into a new medium, in which messages can be shared in new ways, using words, video, audio and photography at the same time".* Within the online journalism, there is no differentiation of interest only to journalists' text and images as it is in print media, audio or audiovisual broadcasting in radio and television. The advantage of online journalism is the fact, that it links various options of particular types of media and cummulates the best of them for various types of users within itself.[8]

M. Briggs, an American journalist, one of the first theorists and enthusiasts of online journalism believed it could be defined as Journalism 2.0 – very similar to the whole web 2.0. In his publication *Journalism 2.0*, he mentions that in model

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6   ŠMÍD, M.: *Zpravodajství internetové žurnalistiky*. [online]. [2015-10-11]. Available at: <http://www.louc.cz/intzur.htm>.

7   VIŠŇOVSKÝ, J.: *Problematika štruktúry a kompozície v novinárstve*. Trnava : FMK UCM v Trnave, 2012, p. 133.

8   BIDGOLI, H.: *The internet Encyclopedia*. New Yersey : John Willey&Sons, 2004. [online]. [2015-10-10]. Available at: <https://books.google.cz/books?id=3ZfDy4sqQ BEC&pg=PA760&dq=online+news&hl=sk#v=onepage&q=online%20news&f=false>.

1.0 the web provider would sprostredkoval the content to many other people for reading, which would lead to the end of communication. However, model 2.0 is more thorough and better – not only it enables all these other users to comment and make additions to the content provided by the web provider, but the other – users – can also add their original content. Journalism labeled 2.0 is not only about publishing a content of a message. The innovation lies in enabling the users to engage into the journalistic process in two ways: 1. participating in creation of a material itself and 2. contribute in discussions, writing comments and posts for webblog topics, etc. The fact, that journalism 2.0 relates more to people rather than just new technologies is also stressed out on several pages in the publication of M. Briggs. Similar to web 2.0 also journalism of this kind is more focused on the end users. Through it, the users do not become just passive recipients of the messages, but also active co-creators of the journalistic content. This form of interaction is favourable for both sides. The users provide feedback to the content creators in the virtual environment and that way the online journalists can swiftly respond to the market demands, unlike the traditional forms of media like press, television or radio.[9]

News have not always existed in the electronic environment in the form as we perceive it today. M. Šmíd split the products of online journalism to three basic groups:
• mirros – content of existing media flipped over to internet in the digital form, without any additional information,
• internet branches of already established media, which content is not identical with the original, traditional version; they bring new contents and fully use the multi media options of the online journalism,
• periodicals, created specially and exclusively for being placed on internet.[10]

Over the time, the first group – mirrors – de facto extincts. The media realized they could not do without an extended online content. Newspaper SME became the first Slovak daily journal registering its own online domain www.sme.sk already in 1996. Later on (1998) more daily newspaper joined – Pravda and Hospodárske noviny. Editorial offices and publishing houses immediately realized the potential of internet as the new communication, distribution and marketing media and began to profile new online news with the identical name as the printed versions. J. Višňovský among other things also states what the advantages are of electronic newspaper in comparison to the printed edition. The main ones are topic selection, actual information, interactivity, option to archive the content, etc.[11] Also other groups of media came up with their own projects,

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9   BRIGGS, M.: *Journalism 2.0: How to survive and thrive.* J-Lab : The Institute for Interactive Journalism, 2007. [online]. [2015-10-11]. Available at: <http://www.j-lab.org/_uploads/publications/Journalism_20.pdf>.
10   ŠMÍD, M.: *Zpravodajství internetové žurnalistiky*. [online]. [2015-10-11]. Available at: <http://www.louc.cz/intzur.htm>.
11   VIŠŇOVSKÝ, J.: *Problematika štruktúry a kompozície v novinárstve*. Trnava : FMK UCM v Trnave, 2012, p. 135.

especially television. Its contet is being shared on new, regularly updated news portals, for example tvnoviny.sk (TV Markiza), noviny.sk, jojsport.sk (TV JOJ). Whether a webpage becomes a medium of mass communication depends on a wider context of communication, where the considerable part consists of content criteria. Here belong:

• topic of the broadcasted message,
• public nature of the message,
• periodicity,
• aktualisation,
• visit rate of the web page, etc.

How to distinguish professional online journalism from the amateurs? It is the matter of fulfilling and compliance to the general requirements for the journalistic work, especially the newscast. It is the newcast in particular, of which is requested to mediate actual and relevant, mean. grouped, aggregate information about facts and events, and various phenomenons of current world to its readers and listeners, doing it in a clear and comprehensible way. It is extremely important for the information to be objective, in conformity with the reality, without any intentional falsification from the side of the author. He needs to take care of checking the authenitication of the submitted contents and checking the sources of information.[12] Considering the chronological sequence, the relationship between printed journalism and its electronic form is relatively short, however, it suffered several issues. A Czech journalist and a sociologist V. Bednář split the relationship into seven phases. The first phase called „Strange world" is characteristic by the fact, that internet was used only by a specialised group of people, mostly academics. The network was a „strange world" for the laics – something obscure, although attractive. The second phase was characteristic for those countries, where the development of internet took place at a slower pace. It was noted for the fact that the subject of content in the virtual environment was pornography and other abusive contents. Interestingly, it was media (e.g. in Czech republic TV Nova), that warned against the dangers of internet. In the next phase, between 1994-1997, the traditional media entered the internet through web presentations. The fourth phase was characteristic for many printed media started flipping their articles over to the web, however, with a delay. As this status lasted quite a while, there was enough space for establishing internet-only media, which where not anyhow connected with the traditional ones. The fifth phase called „Market split" was specific for the network becoming a complete common communication channel, that was available and perceived as completely standart part of our lives. Traditional media also had to answer to this fact. Some of them stuck to the traditional communication channels, others, on contrary, left the traditional form (especially magazines) and focused on the online production only. Most of the broad-range media, however, took one of the following approaches:

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12 ŠMÍD, M.: *Zpravodajství internetové žurnalistiky*. [online]. [2015-10-11]. Available at: <http://www.louc.cz/intzur.htm>.

• by creating a specific web version with its own editorial office.
• by accepting the web as a second media, using the original editorial office.

Which ever option the media chose, it was very important for them to understand the meaning and real potential of the market – a real competitive environment was established with many positive impacts, mainly for the audience. „Complete professionalization" was labeled the sixth phase by V. Bednář, when the model of „two periodicals, one editorial office" was gradually left behind. The situation was set up in a way where specialists or. A special editorial office, were in charge of the preparation of the web edition, although it communicates and cooridnates with the traditional medium. Nowadays, the webs are naturaly a part of traditional media, using the virtual environment as its „extended hand" (phase 7). Broadcasts, live broadcasts and many more interacive offerings for the audience are available on the web portals.[13] It is the online sites, which are the perfect space for providing immediate feedback, which is a strategicaly determing factor for many media. The actual trend is to restrict readers' access to selected sections and articles.[14] In spite of the fact, that the online webs started to bill these services, it seems they had not lost the faithful readers. However, it is probable that based on consistent technological progress and new possibilities, the last phase of online journalism can not be considered as definitive. Throught the modern applications, the contents of traditional media also reached mobile phones, tablets or other portable devices.

Main characteristics of online journalism
V. Bednář defines five basic definition points of internet journalism as follows:
• **Internet journalism is journalism in real time** – information is published in real time on the web and after the release it is needed be updated.
• **Internet journalism is interactive** – the readers contribute to the quality of the contents with their feedbacks and they can also create it themselves. Only a few servers can afford not to count on the interactivity of the audience, however, they compensate this deficiency by enormously attractive and relevant contents.
• **Comparison with the competitors is immediate** – an internet user can watch several webs at the same time, unlike it is with television. This is how continuous comparison comes into existence in web media.
• **Information is interconnected through hypertext** – hypertext enables to link the reader to other and additional related information.
• **Everything at one place** – the text on the internet is not isolated, but rather it is combined with audio, video, interactive infografic and so on. It is important for the journalist to know how to create various types of contents and to combine them all together in an appropriate manner.[15]

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13   BEDNÁŘ, V.: *Internetová publicistika*. Praha : Grada Publishing, a.s., 2011, p. 29-30.
14   VIŠŇOVSKÝ, J.: *Aktuálne otázky teórie a praxe žurnalistiky v ére internetu.* Trnava : FMK UCM v Trnave, 2015, p. 148-152.
15   BEDNÁŘ, V.: *Internetová publicistika*. Praha : Grada Publishing, a.s., 2011, p. 45-49.

3 Online journalist

There were no specific requirements put on the journalists at the time of the expansion of online journalism. The containts of traditional media „flipped" oved to the web version – so called mirrors. Continuous infiltration of internet into the media environment caused changes in the approach and operation of particular editorial offices. Some of the journalists endeavoured to concentrate on the web texts, which required also continuous education not only in the area of journalism, but also in technical area. Virtual environment brought the interactivity of the audience to the journalists. Based on the readers' needs, the journalists tied to create interesting contents satisfying their preferences. This fact caused that internet journalism has gone through its evolution extremely fast in comparison to the traditional media, and its influence also began to grow enormously. The growth of influence of internet journalism caused that specialised positions had to be established for the online journalists. J. Čurík perceives an online journalist mainly as a multimedia journalist. This means he has to be primarily „multi-skilled", meaning he is an expert in a set of specialised skills related to the development of new technologies. Of course, the online journalists have to meet the requirements as for the traditional journalists (ability to find adequate sources; to obtain information; to write/record a quality traditional journalistic output), but also to get the multimedia content (text; photo; audio; video) suitable for the online media, to process it and place into the online media, considering an immediate.[16] A. Bull considers an online journalist a journalist of the 21st century. Among other things, he has to be able to:
• write a news report and investigative journalism to the printed and online medium,
• create articles for printed version as well as online, and interconnect them,
• write a blog,
• edit news report and investigative journalism for pritned and online medium,
• record an interview in audio and video,
• record stand-up on camera, edit the video or audio designated to be published,
• use editorial system,
• be active in his own online community and to administrate its discussions.[17]

R. Craig draws the attention to a fact, that in spite of online journalists being pushed to meet higher requirements than their colleagues in traditional media, they often have almost no prestige. This is probably caused by the fact that in the begining, the online journalists were considered external workers, not taken very seriously by the traditional journalists. Nowadays many of them work from home and spend very little time in the office.[18] Besides the changes and new processes

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16   QUINN, S., FILAK, V. F.: *Convergent journalism*. Boston : Elsevier, 2005, p. 155-156.
17   BULL, A.: *Multimedia Journalism. A Practical Guide.* London, New York : Routledge, 2010, p. 478.
18   CRAIG, R.: *Online Journalism. Reporting, Writing and Editing for New Media*. Boston : Thomson Wadsworth, 2005, p. 213.

related to the online journalists, it's neccessary to point out also significant changes related to the work of editors. According to Russial, editors were put on a lot of tasks: to code web sites; managing online chats; admi nistrating discussions; editing audio or video and optimalization of audio and video for the web; interaction with the readers and many more.[19] C. Stepp adds, that besides all the apparent changes of work of editors (e.g. forms close; multimedia skills; involving recipients into the making as public journalists) online journalism brings various new possibilities and fun into the edit. The author claims that almost every innovation hands new tools to the editors, so that they can offer more new and better information to the audience, in much shorter time, more effectively and dramatically. Technologies abolished the time and space limits that used to frustrate the journalists in the past. There have never been so many chances to support clarity and extremeness of the news reports and investigative journalism. These facts exactly make the work of editors more important than it ever has been.[20]

M. Šmíd in context of requirements for online journalism mentions information literacy. The modern era caused masses to dispose of information literacy. In a journalist, however, this kind of literacy should be enhanced, on a higher level. „*His computer literacy should be enriched by the knowledge of digitalized communication environment. A journalist should know how internet works, how the communication works on web, how the results of his search are presented, how to handle online databases, what other communication techniques, including the wireless mobile to use to get in touch with the home editors office and so on.*"[21] That's why it is important for the online journalists to consistently work on self-improvement and self-education not only in terms of journalism, but also in the matter of communication and information technologies. According to D. Wenger, an important ability for the online journalists is to create content for three screens (*three screen content*), to know how to differenciate and process information for a traditional medium (press; radio; television), an online medium and mobile media (smartphones and tablets).[22] Actual trend are mobile media, used by more and more users to watch the news reports. Within this context falls also an internet site Quartz (www.qz.com), focused mostly on business and worldwide economics, where in 2014 a study called Quartz Global Executive Study was created oriented to corelation of various items – media, using of applications, social networks, etc., everything related to different types of news

19 RUSSIAL, J.: *Strategic Copy Editing*. New York : The Guilford Press, 2004, p. 256-257.
20 STEPP, C.: *Editing for Today´s Newsroom. A Guide for Success in a Changing Profession*. New York, London : Routledge, 2008, p. 10-13.
21 ŠMÍD, M.: *Žurnalistika v informační společnosti: internetizace a digitalizace žurnalistiky.* Praha : Univerzita Karlova, 2006. [online]. [2015-10-14]. Available at: <http://publication.fsv.cuni.cz/attachments/104_003_Smid.pdf>.
22 WENGER, D.: *Help Wanted: An Examination of New Media Skills Required by the Top U. S. News Companies*. [online]. [2015-10-11]. Available at: <http://www.scribd.com/doc/151594027/Help-Wanted-An-examination-of-required-journalism-job-skills#scribd>.

topics. The research was realised globally, primarily concentrating on employed people at management levels and there were respondents from 65 countries of the world participating in it.
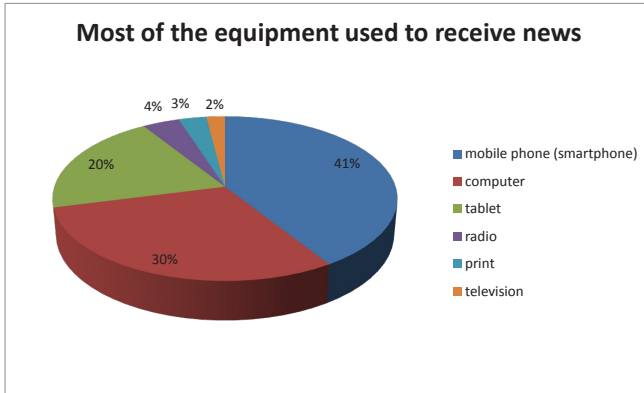
Chart 1: Overview of the most common devides used to receive news
Source: *Quartz Insight. Global executive study.* [online]. [2015-10-11]. Available at: <http://insights.qz.com/ges/>.

Interesting researches are offered also by the company of Interactive Advertising Bureau Slovakia, which product AIM Monitor provides data about the visit rate of internet media and also a socialdemographic profile of the users of internet in Slovakia. In the chart no. 1, there are information about the growth of internet population in Slovakia and also the growth of using internet media through mobile devices.

Table 1: Comparation of internet population of Slovak Republic

month/year	July 2012	July 2015
Size of internet population of SR	2 940 652	3 525 354
Number of total views	1 769 812 235	1 397 965 114
Number of views from mobile devices	295 millions	473 millions

Source: *Report of visit rate July 2015. AIM Monitor.* [online]. [2015-10-11]. Available at: <http://www.iabslovakia.sk/wpcontent/uploads/2015/07/072015_AIMmonitor.pdf>.

Results from the survey of AIM Monitor show that the most visited sites in Slovakia are azet.sk, sme.sk, cas.sk, topky.sk.

4 Sources of information of the online journalism

Along to the traditional sources of information, like allegation of an eye witness, announcements of spokesmen or an archive of documents, the virtual environment is, besides the work space of online journalists, also abundant source of additional information. For the news reports the internet is an ideal tool at the first glance. Besides a huge amount of messages, it contains comfortable communication tools and free available means, through which it is possible to create and publish the news. What appears to be a great advantage, however, can turn into a negative – internet is an open space for all users, works without any strict rules or regulation. That is the reason why it is important for the journalists to insist on verify information also in this sector. M. Šmíd in his publication *Novinář a jeho zdroje v digitální éře* defines the term of *metadata* – data about information data, invisible characteristics of information. These are agreed technical codes characterizing for example the length of the message, format, language, but also the topic or area for which the information applies. The author reminds us that even though the metadata are not visible, without it the message can not exist, it is lost and has no consuments. For better understanding, M. Šmíd compares metadata of internet messages to names and surnames of particular people, or even to their IQ. Metadata can be understood as the base of meaningful communication of the internet age and also as a genious tool for news. Therefore it is obvious that metadata belong to the basic working tools of professional mass-producers of news information – news agencies.[23] The essential information sources of the online journalists are:
• press and news agencies,
• paid databases (e.g. AMADEUS, Newton Media),
• discussion forums and social networks (currently mostly Facebook and Twitter, where many famous and publicly active people inform about their activities and privacy),
• e-mail (used for example when a respondent can not be reached in person, it has more disadvantages, though – lack of direct contact with the journalist, reporndent has enough time to answer even controversial topic, not understanding the question, etc.),
• freely accessible sources of information:
    • general information sources (general character, maps, encyclopedia, phone books),
    • information sources of public administration (high credibility rate, web sites of parliament, ministries, government, territorial municipality, police, etc.),
    • information sources of non-government non-profit organisations,
    • information sources provided by private subjects (monitoring their own profit and business interests, not always are very objective; includes unions and associations),

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23 ŠMÍD, M., TRUNEČKOVÁ, L.: *Novinář a jeho zdroje v digitální éře*. Praha : Karolinum, 2009, p. 8.

- information sources of international (NATO, OSN, European Union, etc.),
- online media (a false information spreading can occure if using information from the competitive media without verification of the accuracy; this would lead to fatal impacts on the editorial's office and the whole medium. One of the interesting sources of information could be information of media institutions, for example the Council of Broadcasting and Retransmission, or companies and agencies providing information about the media market, for example Median.sk or gemius.sk).

Information are searched for throuh the fulltext search engines on the internet. One of the most common and favourite one is without any doubt Google. According to M. Šmíd it is important to understand that it is not always possible to find the searched information through the engines. In this context, the author reminds us about so called invisible web containing this data. However, even if the web is invisible, it does not mean it is not accessible. To get to it, it is neccessary to know the right web pages to grant us access. These could be library databases or other catalogues.[24] Even within the online journalism, all ethic standards apply for journalistic work, as stated and defined in e.g. Ethical Codex of the Syndicate of Slovak journalists, part of which is the commitment to verify information in at least two independent sources and not to share false information over the virtual environment.

5 Decalogue of online journalism

Based on comparison of multiple domestic and foreign authors, J. Čurík compiled ten essential key, content and formal rules for creation, publishing and work in the area of online journalism:

1. **Start from the rules of traditional journalism** – initial rule of online journalism. It includes mainly: verifying information, sufficient number of sources, equilibrium, actuality, ability to structure, write and point text or record a report, obeying the rules and ethical principles.
2. **Use the potential of publishing on** – this means using special characteristics of internet (interactivity, linking, instancy, unlimited space, multimediality) and searching topics more suitable for an online medium rather than the traditional ones.
3. **Write the text correctly** – even in the virtual environment, the structure of the information is very important. *Title* is the most important part – its task is to attract the readers. *Structure* is heterogenous (inverted pyramid, linear structure, but also the latest news in the begining). *Content* needs to be written shortly, but it has to be clear, avoid unnecessary words and repetitions, but explain.
4. **Adjust the form to the online medium –** The form is as much important as the contents, it is also one of the main atributes of the attractivity of information.

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24   Ibidem, p. 41-117.

The important factors are *briefness* – text should not be longer than one page, longer texts should be divided into several articles or processed *multimedially* and interconnected with *links*. Not only sentences should be short in the news report, but also the paragraphs. Longer text is divded by section titles helping in orientation, briefing the bullets or graphic elements.

5. **Chose the right text style –** some specific styles and genres developed in the online media, which personify the main character of internet – interactivity and instancy .

To the news styles we can include:

- • online message – it differs from the message in a traditional medium with its extent (connection of multiple articles; linkage), actuality (instancy; option of continuous updating) and interactivity (possibiltiy of a direct contact with author; discussions under the article).
- • online discussion – it takes place in real time and is based mailny on the users' engagement, who can ask questions and the guest answers in predetermined time.
- • online report – is a „life broadcast". This genre provides information immediately as the actions take place, particular events are being described minute after minute, it characterises the atmosphere and adds information gained from the sources.

To the publicistic styles we can include:

- • Online story – personalisation of information and a chance to identify with the person involved in the story, describes the story through multiple tools (multimedia).
- • Opinion journalism – the most popular form is blogs and microblogs (limited length of the article, mostly created on mobile devices – smartphones and tablets).

6. **Work with multimedia.**
7. **Keep the users in view.**
8. **Educate yourself.**
9. **Try new things –** writing blogs should be a common thing to the online journalist, also to edit photographs, videos, to know and practice techniques for the work with multimedia.

Inovate and take risks, but stand on solid ground – An online journalist needs to keep in mind the rules of good journalism (point 1), but has to have courage to risk, as the rules for online journalism are continously being developed. A journalist therefore should not be tied into the current rules, but rather develop them, create new ways how to tell the story to the user and how to attract him to it.[25]

Unlike the traditional newspaper, where any reactions can be published only in the next edition, online journalistic – especially news – servers are in

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25   ČURÍK, J. et al.: *Nové trendy v médiích I. Online a tištěná média*. Brno : Masarykova univerzita, 2012, p. 24-32.

advantage of an absence of deadlines, approvals, editing or press processes and distribution. Each and every gained information can be immediately reproduced to the readers on the web. The path of information between the author and the reader is therefore much shorter and faster. This advantage can, however, turn into a negative very easily – without approvals and text editions, even not quality or right messages can get to the market. All texts also can be persistently changed or added. The reader has also an option to immediately react to the published message (by e-mail, a form sent directly to the editor's office/author of the article) and contribute this way to the form of the final message. A very significant role is played by questionaires or surveys, which enable the users to express their opinion to the current happening and participate on the creation of the medial content. This option is very much slowed down or limited in the traditional media, for example due to lack of space in the broadcast or the press copy. A solid part of most of the journalistic online servers is a discussion forum, where the readers can immediately react and communicate with each other about the particular topic. Due to anonymity of the users in the virtual environment, the discussions are filled with vulgarisms and advertisments.

Conclusion

The goal of the academic article was characteristics and a description of the current status of online journalism, teroretical definition its main principles and several other areas dealing with this topic. The attention was given to the topic of an online journalist, the sources of information in the virtual environment and also to the basic principles for the work in an online information medium. Internetisation and digitalisation of traditional journalism is the outcome of a natural development of the society. As shown in the article, online journalism has a solid foundation in its traditional form, wich is enriched with innovation and options offered by the virtual environment. The most important advantages of the online journalism clearly are speed and instant update of events and a chance of correction. Online journalism became a whole world phenomenon also thanks to the extention of mobile and communication technologies. In conclusion we can state that in spite of journalism getting a new, virtual form, its essential principles have worked long term and it is neccessary to respect them.

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IMPACT OF DIGITAL MEDIA TO ELECTORAL BEHAVIOR OF CITIZENS

Peter Horváth – Martin Švikruha

Abstract
Media represents an important part of society, while in different ways it is involved in its formation and development. In addition to the traditional media, the importance of digital media in society is growing. The latest trends are also in the interest and attention of politicians, who maintain their popularity by using new technology. So nowadays we can observe in the current policy different forms of digital interactions between the political entities on the one hand and citizens on the other. The rate of interaction between these actors is intensifying with the approach of elections.

Key words:
Digital. Electoral process. Influence. Media. Policy. Power. Voters.

1 Links between media and politics

The essence of democracy is based on power-sharing among three basic pillars, which are subordinated to mutual checks in order to prevent the concentration of powers within one of them. Some authors indicate that in addition to legislative, executive and judicial powers, there is still a major pillar, which is the power of the media[1], often considered the most influential pillar. In a democratic society, the media should fulfill two main tasks. On the one hand to provide information to citizens and on the other hand, also to act as a "controller" of the components of state power. Apart of control, the media participates in decision-making at the political level as well and affect people's thinking. The main purpose of media is to achieve a certain aim either to the individual, group or organization operating within society. Therefore, if it is affected at one level,the effects are reflected at the other levels. Media effects are easily observable in the political sphere, where there are ongoing management processes of the company, which is organized within the state. Policy is a complex social phenomenon that absorbs all societal structure together with the ongoing processes in it, as stated in the process and the institutional point of view. If we are talking about the political impact of media, we have to say that a certain extent of media impact is beyond doubt. As reported by Hallin and Mancini, it is necessary to distinguish between the informed use of the influence of the media and the so-called. or non-targeted side respectively hidden influence of the media.[2] As Hallin and Mancini mention, it is necessary to distinguish between the consciously applied influence by the media and the so-called non target, subsidary or hidden influence of the media.

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1 RŮŽIČKA, V.: *Politika a média v konzumní společnosti*. Praha : Grada Publishing, 2011, p. 97-98.
2 HALLIN, D. C., MANCINI, P.: *Comparing Media Systems: Three Models of Media and Politics.* Cambridge : Cambridge University Press, 2004, p. 169-170.

In this regard, we will present an example of subconscious influence from public media coverage. The 1988 national elections in France were watched by millions of French through news broadcasts on the program "Antenne 2". In Antenne 2's programing 10 pictures of presidential candidate Metterrand were shown at an imperceptible speed registering at the subconscious level of viewers 3000x awareness. This awareness of subconscious manipulation was discovered by a French journalist who played at a very slow speed the television broadcasts. Regardless of the discovery, Mitterrand was reelected. Given that this method is not new, it is questionable how much the similar tricks were explained before and how much after the Mitterand scandal.[3] The technique, which has been used in this case carries the label of "subliminal message" and it is used just in the subconscious influencing of the public by the media.

The greatest danger of the media's impact in politics is the fact that they are led by people, who are not elected, therefore they de facto do not conform their activity to any automatic democratic control. This fact is highlighted by Musil, who adds that "the functions of the state are determined not only by a several hundred democratically and provisionally elected senior politicians, but to a large extent also a several dozens of critical journalists, who were not elected, they are responsible to nobody and no one is checking their work, and as far as someone would try it, so he would be silenced by media and referred to as as someone who threatens freedom of speech."[4] However, it is necessary to realize, that the media will perform such a role as will determine a civil society. People are entitled to freely choose, they can decide which opinions and attitudes will adopt and which one refuse. However, in this case, a significant role plays a "personal knowledge and suppression of irrational motives of many potable setting of society."[5] In the end, however, we must recognize, that the media control what happens now, at both political and corporate levels and have a decisive impact on voters.

Hence, what should be a crucial role of media in society, where we are considering it as an intermediary of public policy? Shaping of public policy consists in finding a consensus among the different players and their value preferences on the other side. Therefore, it is necessary to create a public space, which is not only a matter of media but, on the contrary it belongs to rational-minded people, who are able to hold critical views. To create an environment, where it would be the essential effort to involve citizen discussions about public issues thus creating an active audience. In the current consumer world in which media is considered according to the extent of its audience, however, an utopia to expect a provision of absolute objective information and reporting to the public. The media are dependent upon society, in response to various important initiatives

3   FARKAS, V.: *Lži za války a v míru. Tajná moc tvůrců veřejného mínění.* Praha : Mladá fronta, 2006, p. 28.
4   MUSIL, J.: *Sociální a mediální komunikace.* Praha : Univerzita Jana Amose Komenského, 2010, p. 153.
5   RŮŽIČKA, V.: *Politika a média v konzumní společnosti*. Praha : Grada Publishing, 2011, p. 99.

and likewise are subordinate to the source of real economic and political power. The media is essentially dependent on other institutional mechanisms, which is not inconsistent with the fact that other institutions may also be equally dependent on the media, in particular when they represent the fastest method for transferring information to an enormous mass of people.[6] The threat that is generated by the concentration of certain media monopolies is pointed out by Verick in his work, *Media monopoly*, where he states that anyone who wants to control your world needs media. The one who control the media, checks opinion of broad segments of the population, and thus also the electoral votes, democratic elections, politicians, distribution of tax funds, the spirit of the times, the courts and the holders of executive power "appropriate experts" and content of the training, the past and the future. Everything what he needs are money, sufficient capital concentrated in the hands of powerful interest groups, in the other words, of those who pull the strings.[7]The mass media are undoubtedly an important actor in shaping public space, whose mastery is the main target of political entities applying for a power Political arena is an space where there is a policy-making, which process is communicated through the media towards the public. By this way politicians in a democracy explain a public part of their activities and decisions to gain a legitimacy for their activities. According to Collins, the main role of mass media in the creation and maintenance of political legitimacy is based on three generally shared assumptions: "firstly that the political village and its culture must blend; secondly, that the media have a big power; and finally, that symbolic citizens identity is taken from the media and is positive or negative, relating to the political authority."[8]

The grip on power, which is determined by property of information and targeted on to communication practices is the main aim of actors in the political area.[9] Thus relationship between the media and the policy we can qualify as an interactive, where there is a mutual effect. Constant technological progress and the presence of media has resulted in a status when no political actor will underestimation importance of media. This fact highlights that current society include information technology and it is an inherent component of life, which is reflected by conversion of social interaction. In this context, there is also the change of media status. The rise is recorded mainly in new communication tools. In addition to print and electronic media is increasingly growing an importance of digital media, which represent a basis of digital technologies enabling broadcasting, copy text, graphics, sound, music but also moving picture.[10] These 'new' communication tools are beginning to use also the political actors in the framework of the fight for power and in this way they adapt to changes in society. Bumler and Kavanagh

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6   McQUAIL, D.: *Úvod do teorie masové komunikace*. Praha : Portál, 1999, p. 412-413.
7   REMIŠOVÁ, A.: *Etika médií*. Bratislava : Kalligram, 2010, p. 37-38.
8   VOLEK J., BINKOVÁ, P.: *Média a realita.* Brno : Masarykova Univerzita, 2003, p. 228.
9   RŮŽIČKA, V.: *Politika a média v konzumní společnosti*. Praha : Grada Publishing, 2011, p. 99.
10   FREY, P.: *Marketingová komunikace: to nejlepší z nových trendů*. Praha : Management Press, 2008, p. 47.

draw attention to this fact that nowadays 'we are at the Third Age of political communication".[11] That era is characterised by a large amount of media and effort of politicians to cope with high fragmentation of electorate and volatility through new resources and less good marketing techniques. As a result, there is a gradual regression of traditional model of political communication and then is getting significantly more fragmented model, characterized by the large number of diverse media. So Communication channels are markedly more multiple. Print and electronic media are gradually losing their privileged position of the main political communication channel. Political actors are increasingly using new forms of communication tools to approach to its voters.

2 The role of digital media in the electoral process

As we have already mentioned, digital media are the new communication tools that have recently heavily promoted an environment where political players compete for votes. Digital media is a crucial actor in the media environment, whereas the possibility for extending the other technologies and for some segments of and target groups is that method of distributing information more appropriate than other forms. It should be realized, that digital media do not cover on-line communication, but each marketing communications that uses digital technology is covered.[12] It is an area which is dynamically developing. When we are looking at today's consumer society, it is clear that digital technologies are applied in the framework of each society segment and are used by each individual in society. But the reality is slightly different since recently has been carried out a survey regarding the digital readiness of each country in the EU, which was compiled by the European Commission. Conclusions resulting from the measurements show that the range of digital experience is dependent on the country in which people live. As is clear from the survey, the majority of people living in Europe use the internet, however, the intensity of scope using that irreplaceable tool of information differs across the countries. Digital readiness by individual countries is different, what we can also be observed in the political sphere. While in some countries certain types of elections are taking place via the internet (Estonia, Belgium, The Netherlands) can deal with public matters through digital tools, however, the situation in some countries is different and using of digital media is much lower. It remains the fact that we are getting into an era where traditional mass media and books are gradually being replaced by newer information tools of the digital nature. This fact is responsible for rapid development of modern technology assures the faster flow of information, which are not verified and selected. Each facility covers still more features in order to build quality universal instrument accessible for each user. New information

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11   BLUMLER, J. G., KAVANAGH, D.: The Third Age of Political Communication. Influences and Features. In *Political Communication*, 1999, Vol. 16, No. 3, p. 212.

12   FREY, P.: *Marketingová komunikace: to nejlepší z nových trendů*. Praha : Management Press, 2008, p. 53.

technologies have put into the hands of the public a very effective tool to express your own point of view, used by a big part of society. Hence, we can assume, that this is the way to increase direct democracy. However, at the same time we cannot forget the negative aspects arising from this situation, as there is a risk of spreading various speculations for the purpose, enrichment and promotion of illegal content, abuse of the internet, the concentration of powers or the loss of privacy.

This trend is also reflected in the modern era of political communication, where the political elites focus on the professionalization of election campaigns, and this is shown by introducing new marketing techniques to political campaigns or engaging experts in various fields. That era is determined by new technologies that were created for capturing public opinion and also by retreating of blanket and printed media as a main political communication channel. Especially the young voter is turning away from passive watching of media, if they do not want to be exposed to various forms of manipulation. Political actors are responding to this trend by apply new forms of customer address to these voters in particular through online tools. Also party leaders play a very important role in their respective political parties. In other words, they are the most publicized persons of a political subject, also in the on-line space.[13] Hence, a pre-election campaign more often is in progress in the various social networks and the political entities are being used on-line space for presentation of their programs. Contents disseminated by using on-line information resources include emotional appeals and in particular the call for mobilization and voter information.

3 Media influence on the voters behavior

The current relationship in between policy and the media can be identified as irreplaceable. A large section of the public reflects political experience through the media. In addition to daily political events, media effects are the most intense observed in the pre-election campaign. The position of the media is gradually getting to a level that is referred to as separate political power. It would be difficult to prove a policy without links to media, especially in today's modern society, which is significantly affected by technology. Power of the media is caught by the statement of well-known Czech media theorist and professor J. Jirák, who says: "The technical development of the digital communication supports the progress of transnational conglomerates – the media have become a sector that is quickly economically globalized. Nowadays, the societies are the key players in the world market. In democratic regimes, media communication has become a fundamental element in political communication, because almost exclusively it is possible through them to become well known and apply for attention of

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13   ŽÚBOROVÁ, V.: Visibility of Political Leaders in the Media in the Conditions of the Slovak Republic. In *Slovak Journal of Political Sciences,* 2015, Vol. 14, No. 1, p. 305-330.

voters... The media decide who (and how) may appear before the public and it gives them a great power."[14] For each political player, whether an individual or a political entity as a whole, it is difficult to be able to achieve competitive political environment without the media 'aid'. One also can observe abroad that phenomenon and within our own domestic political scene. The chance of success in elections of politicians with no media favor is significantly lower than the politicians supported by the media of whom is dedicated considerable on-air space. Additionally, such visibility, helps show in the negative or positive light candidates, although on the other hand, the ancient truth is that even bad advertising is advertising.

The media guides political debate or directly creates topics that are considered to be important, while others are ignored. They create moral standards in society – what is good or bad, what is right and what is not, they say what we should to read, whom we should admire or despise, it can be conclude, that media create our view of the world. The media creates the political reality, they are the key in elections, referendums and in other political processes, where it is possible to act by the public. The problem connected with the media's impact on policy in the pre-election battle can be found in a comment from the first Slovak president Michal Kováč, who in one of his speeches said: "The politicians, who will affect or directly create an election atmosphere, they will have to realize that a sharp criticism of political opponents, revealing of their weaknesses and mistakes must not turn into calumny and constant spotting of candidates at the opposite pole. Even in the pre-election campaign it is necessary to think about the needs of young Slovakia to become a successful country in Central Europe."[15] The United States is a pioneer in the media factor in the electoral process, where the impact of the media on voter´s behavior was demonstrated already in the presidential elections in 1964. The visual perception is an important factor in the electoral process, which is closely adherent to media, in particular in the last period in which the election campaigns increasingly are personalized. E. Rendlová classified fundamental factors of election political success as follows: "70% appearance, 10% intonation, voice and 20% content of expression."[16] With the increase in media impact is becoming a necessary condition for election success also nonverbal communication, which is reflected in the political debates and candidate campaigns. The mentioned aspects of the election campaign has started to be strongly promoted in the USA, but these experiences are gradually applied in electoral campaigns everywhere in the world. Emphasis on the visual side of candidates in the pre-election battle could be observed, for example, in 2002 in Germany in the pre-election battle of Gerhard Schröder and Jörg Schreiber. Similarly, Italian former prime minister Silvio Berlusconi laid the foundations for

14   JIRÁK, J.: *Úvod do studia médií.* Brno : Barrister & Principal, 2003, p. 142.
15   ČMEJRKOVÁ, S., HOFFMANOVÁ, J.: *Jazyk, médiá, politika.* Praha : Academica, 2003, p. 175.
16   MUSIL, J.: *Sociální a mediální komunikace.* Praha : Univerzita Jana Amose Komenského, 2010, p. 156.

his successful political career in the media.[17] The political opinions influenced by media is much more often connected with the media trust in this area than in others. It is easier for voters to perceive finished submitted views, as individually acquired information.

An important aspect of pre-election campaign in the decision-making phase of voters is publishing the results of research preferences that can significantly affect a certain part of the electorate. This data is changing during the campaign as well as their range of impact. It is also important to mention that interpretation of results is also within the power of the media, since their perception has a substantial affect. On the one hand, the results of pre-election polls are generally accepted, but on the other hand, also are called into question, whether in terms of guaranteeing a sufficient and representative survey sample or as a result of the fact that there is very difficult to captured many variables that can appear in the election process. Hence, polling represents the most significant and relevant way of measuring, which is accepted by clients and the public and at the same time they have a willing to well pay for it. However, despite this, the seriousness of sociological research does not suffer, as everything depends on the voters and their ability to believe.[18]

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17 Ibidem, p. 157.
18 RŮŽIČKA, V.: *Politika a média v konzumní společnosti*. Praha : Grada Publishing, 2011, p. 107.

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SELF-PROMOTION OF INDIVIDUALS VIA SOCIAL MEDIA- A USEFUL TOOL TO SELL ONESELF AS A PRODUCT TRADEMARK

Jana Hubinová

Abstract

For certain specific types of businesses (such as theatres, cinema, airlines, event organization companies, arts, etc.), where the product portfolio changes (or updates) very often, advertising in traditional media does not have much sense. Traditional media are still used for products and some services promotion, though, they quickly start to be backed-up or even replaced in case of highly specific business product outcomes by new digital media channels. The reason why for example artistic branch of business does not often seek traditional media advertisement is quite simple. We live in the age when the masterpiece of a director, an album of a singer or a show of a speaker is no longer the main trailer pulling the viewers, listeners and other audience to come and see it on their own. We live in the age when the celebrities themselves became the leading vehicles of their professional outcomes, in the age when the name of a public figure itself, linked to any product, is a promoted trademark, a product on its own. The question ´*How to become more popular, more spoken about, more worshipped?*´ can be easily answered from the marketing point of view by three simple words. *Social media marketing*-that is where the marketing success of a person as an individual lies.

Key words:
Product. Self promotion. Social media marketing. Trademark.

1 Are social media networks worth it as a marketing tool?

Social media marketing is not only a great marketing strategy solving the issues of time and costs spent, as it minimizes both from a long time perspective. Social network marketing, as a kind of internet marketing strategies, is one of the most effective uses of the Internet. Social networks (such as Facebook or Instagram) are formed by enormous number of users concentrated in clusters who communicate among themselves on daily basis and that makes them an ideal foreground for marketing messages spreading.[1] The fact that these clusters interfuse adds to social networks´marketing attractivity even more. On Facebook, for example, a friend of a friend may see their posts based on personalized privacy settings that are, in general, by default set quite unrestricted. This means that the message meant primarily for the target group is easily and „*free of charge*" spread to wider that expected number of receivers. If well applied, in the sphere of public figures promotion, it may be a magic wand turning an ugly duckling into a beautiful swan. Moreover, if it is well and patiently dosed, the final customers (in this case a potential fan) may not even realize, they have been played around

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1   RAJČÁKOVÁ, E.: Implementácia zistení o interakcii užívateľa s propagačným posolstvom na Facebooku. In *Communication Today*, 2010, Vol. 1, No. 1, p. 96.

by means of advertising one´s own good name and reputation. One of the characteristics of a brand, as it is understood in the marketing environment, is pointing at the link between the customer and the product by means of mutual relationship. The form of mutual relationship provoked by the brand marketer is in this sense loayalty of the customer to the brand.[2] In connection to public figures and so-called celebrities, this loyalty is usually rooted in self-identification of the customer in the product. In general, to comprehend the full impact of social media on marketing, certain numbers and facts have to be presented. The first is that half of the planet´s population owns a mobile device with active connection. The second is that the number of active internet connections overlapped the number of total population already in December of last year.[3] Even when we back off and think of marketing environment in Slovakia only, where ´the trends arrive a few years later´, these world-wide statistics proove the importance of social network marketing in respect to the volume of people being social-network active. After 2008 when Facebook started to take its place in Slovak internet space, multiple companies operating in our country started to keep an eye on this unique world-wide social network, primarily as a source of important personal data of their potential customers. It was no sooner than in 2010 when the phenomenon of Facebook hit Slovak population in its full strength and marketers aimed their full attention to its possible benefits. As there exists no region specific statistic research that could offer us any previsions in regards to Slovak social network users, we may back up our high expectation of social networks to be leading marketing tools with international observations only. According to eMarketer, an American Marketing Association, their prevision from 2013 based on recent years rising trend in this sphere counted on 1.96 billion social platform users around the globe in 2015.[4] Given the fact that according to wearesocial.net (a social media marketing agency), the expected number was most likely surpassed already in August 2014, when the number of social networks users raised to 2 billion people. As prooven by these surveys, the trend of social networks usage in the world is rising in tremendous pace. The more users there are, the more platforms will be invented.

2   KICOVÁ, E.: Význam budovania značky v kultúrnej organizácii s využitím digitálnych médií. In TRNKA, A., HES, A., (eds.): *Nové trendy v marketingu- Zodpovednosť v podnikaní: Inovácie a vedomostná spoločnosť/ Digitálny marketing- Udržateľný rast a návrat investícií*. Trnava : FMK UCM v Trnave, 2012, p. 24.
3   KEMP, S.: *Digital, social and mobile worldwide in 2015.* [online]. [2015-09-28]. Available at: <http://wearesocial.net/blog/2015/01/digital-social-mobile-worldwide-2015/>.
4   *Number of social network users worldwide from 2010 to 2018 (in billions).* [online]. [2015-09-29]. Available at: <http://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>.

2 Earning clicks stands for earning money

The self-promotion of celebrities lies mainly in their vision and mission advertising in wide public. Intorudction of social media into business promotion is very effective in achieving new fans by means of ´sharing´ good name of the celebrity and their good (usually public) interests. Most of marketers of celebrities may choose from two possible paths only. Either they will fit their celebrity (and their marketing strategy) into norms and standards accepted by general public and concentrate the publicity on the growth of their professional carrer along with occasional good will show-offs as fellow citizen, or they will choose a more difficult path of differentiating their celebrity from the rest of common performance celebrities by posing them into the dark light applying Trout-Rivkin´s long time believed to be the essential marketing rule ´Differentiate or die.´ In case of celebrities, the development of public person´s talent is nowadays equaly important to marketing development of their name as a well-established and spoken about brand. Only those celebrities (and their PR people) who succeeded in keeping the pace with the X and ongoing Y generation could compete in the struggle for new, younger fans who are indisputable more internet-literate than any generation before them.

3 Celebrities being social-active (a case study of FB account of Dara Rolins)

A great example of (in the time of its launch) innovative and well-balanced social media marketing streategy worth a closer look at is the one of popular Slovak pop singer operating mainly in Czech Republic, Dara Rolins. It is a well-known fact that this lady is a great professional in the business she does already for more than thirty years. Her professionality lies not only in the best production team supporting her from the background of her professional activities, however also in the best PR team being a real backbone of keeping her name a good reputation. Dara Rolins, as a public figure, is a well-built business product that has in the course of years expanded its portfolio. From a popular music singer, she managed to become a multi-genre artist. Nowadays, we know Dara as a speaker, a writer, a designer of fashion clothes and a good angel of a few Slovak charity projects. She bacame an icon of Czech and Slovak artistic scene, and we dare to credit her ever rising success to her greatly mastered marketing strategy. Dara is active on more than one social network. Her team actively maintains all her accounts nearly on daily basis. For the purpose of prooving the hypothesis of great importance of social network activity, I aim to shortly analyze Dara´s Facebook profile that is the strongest trailer for her fans and often a source for posts (such as pictures and tweets) on her other accounts.

As the original marketing team around Dara has set up the strategy quite clearly already decades ago by inclining to an average person image without any

outstanding scandals, the team operating with her aroud 2010 just followed the same strategy nesting it into new digital era standards. As a reminder of good old times, Dara´s team even created an ever-lasting facebook project ´Tvoja fotka s Darinkou/Darou´ where the fans are supposed to send their pictures with Dara from any stage of her career. Visibly, four years ago (on June 1st 2011) when Dara (ongoing, by referring to Dara I mean the overall team back-uping her marketing activities) launched her official facebook site, the user´s base was not yet that wide spread as it is nowadays. At the beginning of Dara´s official Facebook site functioning, the PR team identified the platform as a place for photoshopped, pre-exposured pictures from official photo shoots. Eventhough this step cannot be judged anyhow else than short-sighted, these photos brought a few likes to her fan page. Just a few days after its first launch, Dara posted the first personal life snapshot of her baby girl Laura and even tagged her family friends (at the same time her PR support) on a visit at her place. The success was immediate. Those who liked the picture made an ideal base for the ´word of mouth´ sharing principle. In a day or two, the picture gained numerous likes and started to be shared. Publication of the first out-of-the-lights photo on the web page gave a completely new trend to Dara´s official fan page. The first mistakes in incorrect social media marketing development visibly happened due to lack of time and efforts spent on Dara´s social marketing. The content published on her fan page throughout 2011 was way too heterogeneous. Among others, there appeared various posts inviting Dara´s fans to join on a charity event (annual Avon against Breast Cancer march) mixed with her personal life pictures (intentionally directed on two strongest facebook groups- family-orientated people and pets lovers) and some posts from her foreign trips.

The posts were visibly not written by Dara (Dara was spoken about in third person singular) and there were published only time and space related data with her private pictures (no emotional or story-telling background inserted). In the upcoming year 2012, Dara´s PR team worked hard on optimizing the web page content to keep the pace with overall marketing trend directed at individuals rather than on general public, sharing more backstage information related to shows and photoshoots preparation, as well as interesting pictures of poor light and no make-up on. Still, Dara´s fan page was still of poor organization, however her PR team spotted the chance of utilizing Facebook as a useful starting point for her concerts advertising as well as a space for the first publication of her new music video-clips. The page finally started to fullfil its primary purpose of a useful direct advertisement tool sometime around mid 2012. An important break through came on 6th October 2013 (shortly after September 2013 when Dara´s page gained 100 k likes) when Dara launched a project called ´Život podľa Dary´- a series of medium-size to longer blog posts accompanied by It celebrated its success straight away as it was a brand new idea of sharing mostly personal blog posts on everyday life, fashion and cosmetics issues. Nowadays, the series ´Život podľa Dary´ gained her another extra 200 k Facebook friends (currently, her page has more than 334 k likes). Dara posts on her profile nearly on daily basis. Except of a few personal pictures, most of her posts refer to Dara´s own

professional activities (performances, clips and albums releases), advertising her own design clothes brand ´ruka hore´ (where she cooperates with her favourite sports trademark Adidas), as well as occasional every-day life products promotion (such as coco nut oil) plus services promotion (nail manicure, hairdressing, etc.) and doing promo for magazines and newspapers in which she appears. Finally, there are posts in regards to her charity supporting activities, too. As an overall package, the series project had a great success gaining Dara new fans and also sponsors (as she often advertises several projects). The immediacy of posts and easy sharing principle surely contributes to high number of youtube views on her clips as well as high speed sale of her concert tickets. Out of all, an example of her most recent project, a song Žena a muž, featuring Igor Kmeťo that in one week had more than 247 k views on Youtube as Facebook advertised primary channel even though the first two days of its Youtube appearance, there were some technical issues (a short information about the issue was posted on Dara´s profile, too).

4 It is no longer only about Facebook

As already mentioned, Dara Rolins official profile with personal inputs of the celebrity does not exist on Facebook only. She has an Instagram and Twitter account, too. Unfortunately, more or less the posts are copied from her Facebook profile and as such, in case of these social networks, we cannot speak of good mastering. A far better suggestion would rather be to have only as many different social networks profiles as one can handle with help of specialized teams supporting each and every platform individually. Once more, Slovakia business and marketing environment does not offer any area specific data, therefore we believe Slovak republic trends will copy the world wide ones. Except of (still) the most popular social networking platform Facebook, there are numerous others, similar in scope platforms such as Twitter, LinkedIn, Pinterest, Google+, Tumblr, Instagram, VK, Flickr, Vine (the order respects eBizMBA Ranking).[5] As already mentioned above, these (and many other) social platforms vary based on multiple digital content sharing criteria. Moreover, every year, there emerge numerous applications (for both iOS and Android in direct competition) that, to some extent, function on social networking principle. Among those, there are e.g. Viber and WhatsApp that became highly popular with all age groups owning a smartphone. An extra benefit of those is that under the condition of an active internet connection, their usage is free of charge. Marketing space available in these highly used communication channels is a new challenge for the marketing business. Maketing of celebrities is no exception.

5   *Top 15 most popular networking sites/ October 2015*. [online]. [2015-10-01]. Available at: <http://www.ebizmba.com/articles/social-networking-websites>.

5 New social platforms marketing prevision

If we get back to Dara Rolins, her team will be shortly facing a new challange of broadening their activity on social platforms and widen the portfolio. Stability of social media on the business market is highly questionable and previsions on the market development in this sphere is purely a matter of guessing. As Forbes.com defined it, ´*Social media is a tumultuous playing field.´*(8) Nevertheless, just lately (in August 2015) Forbes tried to estimate which social media platforms could be the ones to play the dominant role in upcoming years and possibly become overall social media market major players. (8) They suppose that the users will search for a more proportional division of functionality and privacy of the already existing platforms. Simply said, they expect old social media features to be combined in new social media platforms but in better ratio. An example of such an overwhelming enhancement would be Snapchat or Ello. Snapchat´s genius lies in its re-newing ability- the platform follows a simple, well-known rule of time-limited popularity- 15 minutes of fame. Each audio-visual or visual content sent via Snapchat is shared for a limited time only. In case of videos and pictures, the default set up is 10 seconds (not counting on the fact that You may also choose to share Your ´Stories´ for longer period of time, up to 24 hours). Ello (similarly to its forerunners Facebook and Tumblr) is ´*an all-pupose social media network´* (8) that has strengthened the privacy of their subscribers by claiming that they will never sell personal data of their users to the third parties as well as that they will not place ubiquitous advertising on their site, especially not on their client´s profile. If the supposition become reality, marketers will be even more challenged to create short and effective teasers that would lead the audience to visit their sites rather than to present the full message on social platforms.

Final word

The real genius of social network marketing lies in the brilliance behind the scenes, extra out-of-advertising purpose content sharing... Being short and effective in a few words (in today´s speedy new age) would be the next level challange. Spending more time on individual tweets on Twitter and posting more pics on Instagram. Joining Snapchat in the first row of its Slovak users and awaiting its immense success and power among other social platforms. This all shall be done by Dara´s PR team in order to keep her star shining bright and rising high on the social networks sky.

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FACEBOOK COMMUNITY
AND ITS COMMUNICATION HABITS

Zora Hudíková – Marian Tar

Abstract

Social network Facebook belongs to the most visited websites in the world, and in Slovakia it is used as a dominant communication tool of the online environment. By its users it is used in different ways and for different purposes – for making acquaintances, collecting and processing information, everyday communication, fostering relationships, self-presenting, playing games, or for communication with brands as well as with mass media. To understand the differences in behavior that various generations show on FB is crucial in order to set an effective communication, forms of content or the overall form of communication in online environment, or to reduce it if it does not play any important role in the process of obtaining information for a particular generation. Findings about differences in behavior are key for media workers and marketers to adjust the communication in a way that is effective with targeted groups. This study presents the findings based on the analysis of researched differences in behavior of the Generations X, Y and Z they show on FB.

Key words:

Communication in online environment. Facebook. Generation X. Generation Y. Generation Z. Social networks. Users´ behavior.

Introduction

Today's times are characterized by intense technological development, which has had a significant impact on all areas of social life. Emerge of new media in the past and rapid development of new technologies nowadays, as well as its usage in marketing and mass media particularly since the beginning of the millennium, caused significant changes in consumer's behavior and also in the behavior of media content recipients, who have been continuously changing their priorities, habits, stereotypes and expectations. Older generations have been gradually adopting the conveniences of new media, becoming familiar with its advantages and thus using them more often. On the other hand, younger generation[1] has already been growing up under the influence of new media and consequently its usage is natural for them. Nowadays it forms an integral and inevitable part of young generation's life. Online users chose the mean of communication according to the communication target, individual specifications, and individual communication habits or by community habits one belongs to or identifies with. Recipients of message in online environment are not passive anymore, but are becoming an important component of the communication process. In this study authors focus on characterizing the communication habits of the users of the

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1 PRAVDOVÁ, H.: Sociokultúrne dimenzie hier v kybernetickom priestore. In GÁLIK, S. (ed.): *Kybepriestor ako nová existenciálna dimenzia človeka.* Łódź : Księży Młyn, 2014, p. 132-158.

most preferred social network in Slovakia – Facebook (next FB). By the method of questionnaires authors examine specific sections such as profile setting, time spent on FB, perceiving of FB, its benefits, number of friends, seeing FB as the primary source of information, trust in published information, but also the means of work with the content and reason of creating and sharing various contents. Facebook is an attractive mean of communication mainly for the population between 18 to 44 years old. This group form more than 80% of all the FB users in Slovak Republic. Generation categories corresponding to this group – generations X, Y and Z – are all in productive age and using of the social network is highly important for their professional as well as for private life.

1 Facebook

Social networks such as FB, Twitter, LinkedIn etc. support participation, feedback and interaction in relationships, which they do so in two ways – communication partner initiates communication by publishing status or other content, or reacts on status or shared content of other user. Social network Facebook is the most visited website in the world. Since its launch in 2004, Facebook´s user base has expanded beyond the borders of its primary target group – the academia. According to the statistics, FB has 1, 44 billion of active users as of the 1st quarter of 2015.[2] 936 million users log in on a daily basis and 1, 25 billion log in from mobile devices. On FB, 300 million pictures are shared every day and 293 thousand posts are posted every second.[3] According to the statistics, FB holds its strong position also in Slovakia. Using the data from allin1social website, FB is used among 40, 5% of all of the internet users. In neighboring countries the number of is very similar – 39,8% in Czech Republic, 38% in Austria, 32% in Poland and with a bit higher percentage in Hungary – 48,1%.[4] The most often stated reason of using FB is to keep in touch with old friends and acquaintances, and to maintain the relationships with people whom we do not meet that often. The interactive nature of this network and fact that it was adopted by masses made it a popular mean of communication, self-presentation and networking. The communication on FB is mainly in the form of statuses, comments and sharing of various contents such as photographs, videos or links to other websites. Chat also forms a part of the communication on FB. Users share the contents in various ways – they publicize it (in the form of statuses), or keep it private (in the form of instant messaging, telephone call or video call). All these means enable users to keep the track with the lives of their friends and acquaintances. Messages

2   *Number of monthly active Facebook users worldwide as of 2nd quarter 2015 (in millions).* [online]. [2015-10-26]. Available at: <http://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>.
3   NOYES, D.: *The Top 20 Valuable Facebook Statistics – Updated May 2015.* [online]. [2015-10-26]. Available at: <https://zephoria.com/top-15-valuable-facebook-statistics/>.
4   *Facebook Statistics Worldwide.* [online]. [2015-10-26]. Available at: <http://www.allin1social.com/facebook/country_stats/>.

communicated on FB are rapidly transported into the environment of the social network; however, the application enables to reduce the reach of these messages via privacy settings. Restrictions can be placed on visualization of content to family members, unknown people or to other defined groups of contacts. The most often stated reason of using FB is to keep in touch with old friends and acquaintances, and to maintain the relationships with people whom we do not meet that often.[5] Online communication also supports offline activities, e.g. when coordinating a meeting of a community or a group. Social networks are also linked to various psychological phenomena, such as racism, creating of an online identity, addiction or mood disorders, e. g. exhibitionism or self-presentation of one's self are the constant subjects of scientific research.[6]

Because the users of social networks have almost full control over the shared information, they can be more strategic in creating their image than when communicating in traditional face-to-face manner. Social network FB provides much functionality to create an individual online identity. Some of these functionalities are linked with the content created by the profile user, e. g. they are linked in the form of statuses, profile picture, or with content created by friends, which are in the form of news feed posts or photographs. Information is published on FB publicly. According to Pempek et al. FB users spend most of their time on FB by checking profiles of others, their posts and pictures.[7] Since this information is free to access, it is possible that values and opinions presented on FB by a certain user are perceived by others as of being of a certain standard, according to which they make judgments about each other. Public presentation of a sensitive content, opinions or relationships can also have negative effects, such as bullying, threatening one's reputation or adopting of certain behavioral patterns, which might have negative influence upon young and adolescent people.

2 Generations X-Y-Z

Generation can be defined as a group of individuals belonging to a specific category defined by the life cycle. Besides the biological cycle, they also share a common life experience determined by the time period they live in. M. Tuček states that generation is formed at the time of coming of age, and therefore it is

5   JOINSON, A. N.: "Looking at", " Looking up" or "Keeping up with" people? Motives and uses of Facebook. In *Online Social Networks. Conference Proceedings.* Florence : CHI 2008 Proceedings, 2008, p. 1028-1029. [online]. [2015-10-26]. Available at: <http://digitalintelligencetoday.com/downloads/Joinson_Facebook.pdf>.
6   BUFFARDI, L. E., CAMPBELL, W. K.: Narcissism and social networking web sites. In *Personality and Social Psychology Bulletin*, 2008, Vol. 34, No. 10, p. 1308-1312. [online]. [2015-10-28]. Available at: <http://www.people.vcu.edu/~jldavis/readings/Buffardi_&_Campbell_%282008%29.pdf>.
7   PEMPEK, T., YEVDOKIYA, A, YERMOLAYEVE, S.: College students' social networking experiences on Facebook. In *Journal of Applied Developmental Psychology,* 2009, Vol. 30, No. 3, p. 227.

possible to describe and interpret its life path by the given historical landmarks.[8] In other words, generation is formed by the common cultural, political and economical experiences and by similar world views and values. Before and after 1989 Slovakia experienced 2 significantly different political regimes, and therefore the development of generations were different. After the revolution the development significantly accelerated and that is why the characteristics of Slovak generations in comparison with European and American differ. Nowadays, the Generations X, Y and Z form the largest group of population. The year span differs according to different sources, but what is more relevant for their characterisation is the behaviour and values that they share. In this paper we use the following characteristics of the generations:

GENERATION X (1964-1978)

One of the characteristics of the American Generation X is that it grew up in the times of freedom as well as of revolt, and thus is perceived as being selfish and too self-centered. These characteristics that developed in them consequently resulted in problems with starting a family, finding a stabile work or with saving money. Their loyalty is only short-lived and their approach to life is skeptical. In contrast to this, they are hedonistic and enjoy having a plenty in all the spheres of life. To be satisfied, they need freedom and informal approach. Behavior of its members is very individualistic and impersonal. According to the historians W. Strauss and N. Howe, their reputation is the worst among other living generations.[9] On the other hand, they are fast-learners and excellent networkers and try to keep their work and private lives in balance. In Slovakia, the generation born only after 1989 has these features. Slovaks mainly born shortly after the 1968 were growing up in times of uncertainty, and therefore were forced to stand on their own feet as soon as possible. All their life achievements were gained thanks to their hard work that is why they usually devoted their careers to one employer only. Members of this generation are conservative; however they do not respect authorities and have specific world views. They desire to be leaders and enjoy everything that comes with high position, such as social status, recognition and other benefits. The Generation X hadn't yet grown up with the dominant influence of the internet, and thus is not dependent on it, however it sees the internet as the useful tool which can be managed and is respectively used. For the Generation X the internet serves as an additional source of information, not the key source of it.

GENERATION Y (1979-1991)

After the Generation of "baby boomers" (1946-1963) the Generation Y is the second most numerous group, and soon it is going to be the largest productive group on labour market. It has come of age during the economic well-being,

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8   KUBÁTOVÁ, H.: *Sociologie životního způsobu*. Praha : Grada Publishing, a.s., 2010, p. 220-221.
9   ŠVORCOVÁ, P.: *Kto je genrácia Y.* [online]. [2015-10-13]. Available at: <http://profit. etrend.sk/dennik/rozpravka-o-tom-ako-buduci-lidri-zachrania-svet-2.html>.

which provided it with great amount of spare time to enjoy. On the other hand, as a consequence of this the Generation Y is negatively influenced by the lack of care of career-oriented and often busy parents, and that is why the members of this generation were during their childhood and adolescence educated and entertained mainly by media. Its members experienced divorces, absence of one of the parents or parents being affected by diseases caused by stress. All these factors led to disillusion, which later grew into a need to be compensated by materialism. Apart from this the members of the Generation Y still have a great desire for an honest and direct communication, which would help them to find the right direction. The Generation Y strongly emphasizes the great importance of keeping one's freedom and the possibility to develop according to own wishes. Its members are flexible and prefer to encounter with their peers from the same generation. In their work and career they search mainly for entertainment and deeper meaning; it is not sufficient for them if the work is just for earning living. They work with a great commitment and will do the best for their employer. On the other hand, their loyalty is only partial according to the rule „now I will do everything I can for you, but you cannot keep me here". Another thing of value for them is to aid others that are why many of them get engaged in voluntary work or NGOs. Members of the Generation Y are self-confident and very individualistic, and therefore often perceived by the older generations as vain and arrogant. They are also innovative, creative and fast-learning, and thus without any problem manage to work with new technologies. They are also adaptable to changes and can easily communicate with people from different social backgrounds. On the other hand, they do not like if they are treated inferior or being preached at. Internet and social media play the major part in their lives. They use them from dawn to dusk and literally cannot imagine their lives without them. They use it to verify what they overheard and search for information they need and are interested in. What is influential for them is the current trends, "In" and what is recommended by the so-called opinion leaders – people or friends on social networks whom they respect or hold in high regard.

GENERATION Z (1991 – now)
Generation Z, the youngest of the generations, did not experience the era without computers, internet or mobile phones. The internet already forms an essential part of their lives, and websites, social networks and blogs the basic platform for communication. They are convinced that the internet can be used and useful for any type of activity. All their lives happen on the internet, everything is present in mobile phones or tablets. They are always online. They express themselves through pictures and are fascinated by videos, music and computer games which they also very often create. They do not draw a borderline between virtual and real experience. For them it is natural to do several activities at once; however they are not able to focus on one activity only for a longer time. They are mentally connected to their mobile phone and are called "Googlebots", since the every information they need they search for on the internet or in Google. In their work they want to experience fun and do only what they do in their free time – i. e. using social networks, sending and receiving messages or surfing on the internet.

They prefer the real time interaction. They enjoy change and are able to embrace it. Satisfying their individual needs is of high priority.

3 Generations X, Y, Z and Facebook

In the Slovak virtual environment Facebook is the dominant communication tool. Its users use it in various ways and for various purposes – e.g. for making acquaintances, collecting and processing information, everyday communication, fostering relationships, self-presenting, playing games, communicating with brands and mass media. In this research we focused on identifying the communication habits of the Generations X, Y and Z shown on FB, which was conducted from July to August 2015. Research sample comprised 1452 FB users from Slovakia. The number of analyzed complete questionnaires was 1066, from which 336 respondents were the members of the Generation X, 351 from the Generation Y and 319 respondents from the Generation Z. The questions in the questionnaire concerned with the FB profile and privacy settings, time spent on FB, reasons of using FB and the assumed benefits of the social network. Furthermore the research focused on forms and ways of work with the content, number of friends and preferred forms of communication with them (online or rather face-to-face), degree of trust in published information, reasons of joining groups and fan profiles. Based on the analysis of the results the behavior of each of the generations has been identified.

Generation X and Facebook
Generation X (the oldest from the researched) spends on FB 56 minutes per day in average, which is half of the time the Generation Z spends on the social network. For the members of this generation the role of FB as a source of information is only minimal. FB is used mainly for relax and communication with those, whom they know, but from various reasons are not capable to meet in person. The rate of privacy protection is low – without fear they publish personal information such as sex, photograph with detailed face, date of birth, marital status or hobbies. On the other hand, they find too risky to publish contact details (e-mail address and telephone number) or information that are too personal, such as religious or political views, and therefore they prefer not to publicize them. They also significantly limit publishing of information about their personal lives, and therefore make their own privacy settings for list of friends, own profile and for the ability being traceable on FB. They do not aim to hide their activities, since they do not use any blocklist and their statuses are visible to friends. In average, a user of FB from the Generation X is a member of 5 groups and fan of 11 FB pages. They do not need to share and communicate everything through the internet, and they do not feel the need to be part of everything. Usually they join stable groups that suit their interests. On FB, they are interested mainly in communication with personal friends, with whom they are not in personal contact, or in various advices and opinions on issues they are currently solving. They do not join public

discussions on FB pages or in groups, since they prefer face-to-face contact and real environment to virtual one. As a source of information they prefer their friends and not the FB pages. They filter the news for credibility by its source or type. If the information published on FB raise doubts, they verify it with another source; basically they do not trust information published on FB wholeheartedly. In average they have 305 friends in their Friends list, and only few of them they do not know personally. They do not need to meet with unknown persons, with whom the virtual contact is sufficient. It is very rare for them to meet with somebody they met on FB in person, and if they do so, it is usually for business matters. Through FB they communicate at least once per day, in average with 2 people they know personally. The reason for this is that they prefer real relationships to virtual ones. It is also quite rare that they initiate a discussion about important social topics. On FB, they prefer to publish photographs, pictures, videos or music to chatting (though it is not unfamiliar to them) or to other kinds of communicating. Even though they are active on FB, they prefer to arrange their meetings or to contact somebody not via FB. However, several times per day they send private messages, chat or just kill time. Approximately once per week they publish their own photographs, share pictures, music or videos, invite people for an event or post comments. Very scarcely they post on somebody else are Timeline, search for new friends or administer groups or FB pages. Their own statuses usually concern with the field of their interests. To a lesser extent they post information about their own feelings, observations and experiences, or provide any information about their lives. From time to time they share their opinions about social or political issues or search for entertainment. Scarcely ever they actively share information, which would provide advice for somebody. Most of this kind of users never publish selfies or edited photographs, only couple of times per year they share photographs of family, friends, events they have been to or snapshots. Approximately once per week they publish their own photographs of nature. Most of the time they publish downloaded, but not edited photographs that caught their attention. If they consider a content to be interesting for their friends, they share it without any problem. Every day they spend approximately 20 minutes by private chatting with people they know in person, but only little time they spend with those they know only virtually.

Generation Y and Facebook

Average time the members of the Generation Y spend on FB is 96 minutes. Primarily, they use it for communication with friends and acquaintances with whom they from various reasons broke direct contact, but also with any unknown person. FB is the place where they can relax and obtain information about people they are interested in, or they use FB as a source of other useful information shared by other users or FB pages. Protection of privacy is of high importance for them – in principle they do not publish any personal details in their profiles. In case of so doing, it is usually their basic features such as sex, date of birth or photograph with their face. Other personal details, such as e-mail address, telephone number, religious or political views are seen as private and risky to publicize, and that is why they do not usually state them in their

profiles. They also use privacy protection settings; however their activities and statuses are usually public. They are members of 6 groups and fans of 30 FB pages in average. However, their focus on one particular page is short-lived, which points to the weak loyalty towards the pages and low interest in provided content. For the Generation Y keeping-in-touch is the main reason of visiting FB, the other reasons are gain information or killing time. Getting different points of view, communication about everyday topics, communication in groups or giving advices to help others were mentioned less in the questionnaires. Impulses for searching for information and news come more from their friends and social contacts than from media pages. To the minimum extent they gain information from family members. When questioning the credibility of shared information, it is more important who published it rather than the type of the particular information. If doubting any of the shared information, they verify it with different sources and only little percentage of them trust the information published on FB completely. They have 333 friends in average, and they do not know all of them personally, and only in few cases they meet a person they got acquainted with on FB in person. In such cases the reasons for personal meeting were business matters or common interests. They communicate on FB at least once a day with 5 friends in average, whom they know personally, and they prefer real contacts and relationships to virtual ones. They also very scarcely initiate a FB discussion. Among the preferred activities are chatting, publishing photographs, pictures, videos and music – all these activities are done quite often, as well as sharing and commenting of statuses of other users. Through FB they arrange appointments; however they do not prefer to get in touch with other users or checking their profiles. They are on chat several times per day (40 minutes in average, most often with people they know personally), send private messages or just kill time. Couple of times per month they share some sort of content; approximately once per month they share pictures, music or videos. Only few times per year they invite their "contacts"to an event or post comments on photographs. Their statuses usually concern with the fields of their interests and with their own experiences, or share various information about their lives. To a lesser extent they share information, which should entertain or help, and only scarcely they publish posts about social and political topics. They usually do not edit photographs before publishing them; couple of times per year they publish selfies, photographs of family, friends or events they attended. Once per month they share their snapshots. It is of not any problem for them to share content they find interesting, entertaining or educational. To the minimum extent they share authentic content or content aimed at developing relationships.

Generation Z and Facebook

Generation Z spends on FB twice as much time as the Generation X does, which in total makes 121 minutes per day. In most of the cases the members of this generation use FB for communication with anyone. The ratio between the people known personally, but with whom they do not meet in person anymore and the unknown people is approximately the same. Among the other reasons of visiting FB are relax, obtaining useful information and checking profiles of people they

are interested in. They share their personal details; however 1/3 of them do so with certain doubts. They do not hide their details about sex, date of birth or photograph with detailed face; however they are more careful when sharing information about relationships, interests or e-mail address. They also find risky to share their religious and political views, address or information about what they are searching for on FB. Generation Z – the youngest of the generations – limit the publicity of their privacy. On the other hand, they are open within the group of their friends, they do not hide their activity or use blocklist. Average FB user from the Generation Z is a member of 10 groups and likes approximately 70 FB pages. He/she likes to share information and the reason for that is the desire to be part of everything. Communication with other people in order to keep in touch or obtaining information and different points of view on issues they are currently solving are the biggest motivation for the Generation Z for being part of FB community. Entertainment, helping others or meeting new people is of a lower importance for them. They obtain news from the FB pages of other relevant media or news agencies, and to a smaller extent from friends´ profiles or other FB pages. They examine the credibility of such news according to its source or according to its content and type. In case of any doubts, they verify it with another source. However, the Generation Z does not wholeheartedly trust in every new published on FB. They have 296 friends in Friends list in average, but they do not know all of them personally. It is common for them to meet with the person they meet on FB, be it for business purposes or for entertainment. On FB, they communicate at least once a day with 11 friends in average, whom they most know personally. For most of them it is not of any problem to communicate with strangers, however they avoid initiating discussions on current social issues. Several times per day they chat or send messages, approximately 1/3 of them search for information or just kill time. The least of time spent on FB is dedicated to searching for new acquaintances, posting on other users´ Timelines or administering groups or FB pages. Preferred form of communication on FB is chat (approximately 59 minutes per day) with people whom they know personally, and to a far lesser extent with those whom they know only virtually. The content of chats is usually arranging appointments, sharing of photographs, pictures, videos or music. They like to send private messages to friends, search for new information or invite friends to events. To a lesser extent, but on the other hand to a maximum extent from all the generations, they enjoy joining discussions. Personal emotions, observations and experiences are the most common topic of their statuses, but to a lesser extent they share information about their lives. Form time to time they post statuses with content that might be helpful or provide advice for somebody. Social and political topics are not that interesting to be further shared with friends. Photographs of family or selfies are the most shared content, and couples of times per month photographs from attended events or snapshots are shared. Very scarcely they upload edited photographs. They share content if they find it interesting, relevant for others, entertaining or educational. Contents that are authentic or apt to develop relationships are shared the least.

4 Conclusion: differences in behavior of generations X, Y and Z shown on Facebook

To define and know the differences in behavior that various generations show on FB is important in order to make effective adjustments to communication activities, forms of content and to whole communication in online environment that is targeted at particular group of users, or for reducing of such communication if it does not play, for a particular generation, an important role in obtaining information. These findings are used mainly by media workers and marketers to set the most effective way of communication with a target group. The following chart summarizes major differences in behavior of the active Facebook society.

Table 1: Communication habits of Facebook community

COMMUNICATION HABITS	GENERATION X	GENERATION Y	GENERATION Z
time – minutes / days	56	96	121
Facebook as a source of information	to the minimum extent	more than X	from friends
reasons of visiting	relax, communication	information about persons; source of shared information	communication, relax
personal information	publishing without doubts	publishing basic information	publishing with doubts
Privacy	Not very strict about protection	strong protection	limited for public
	limited (custom lists)	limited (statuses are mostly public)	open to friends
group / Facebook page (number)	5/11	6/30	10/70
source of information	Friends	social contacts, friends	FB news pages
credibility – depends on	who publish the information, type of information	who publish the information	source, content and type of information
number of friends	305 – most of them know personally	333 – not all of them know personally	269 – most of them do not know personally
Communication	at least once a day; 2 friends in average	at least once a day; 5 friends in average	several times a day; 11 friends in average
Preferences	publishing of photographs to chatting	chatting, publishing photographs and multiple content	chatting, communication, discussions in a group
own statuses	information about the fields of interests	information about the fields of interests; own experiences	emotions, observations, experiences

Photographs	selfies to the minimum extent, mostly fun facts	snapshots	family and selfies
Chatting	20 minutes per day	40 minutes per day	59 minutes per day
reasons for visiting FB pages	interest in brands; attractive content	useful information	interest in brands, interest in community
FB pages (to a minimum extent)	games, microfame, pictures	technical support, games	microfame, technical support
Communication of FB pages	sharing to friends	sharing with friends who might be interested	often sharing
	involving to the minimum extent	most often involving by "like"	more "like", less of other kinds of communication

Source: Own processing

Among the major differences in communication habits is the attitude towards privacy protection, which is shown in profile settings. The enormous potential of FB for publicizing any type of information is used by the Slovak users from the Generations, X, Y and Z only to a small extent. In Slovakia, only 30% of all the possibilities that FB provides, and for which the social network asks only optional profile settings to be adjusted in return, are used. This can be explained by the unwillingness to invest time into setting effectively one's own profile, by the decision to publish only certain necessary personal details, or to publish only information selected for exact purposes. This selection of information by certain users might serve for creating a virtual image, which differs from the real one. It is also necessary to mention the gaps in technological skills between the generations, since with higher age the skills decrease. For the older generation (Generation X) little trust in the safety of information technologies is also typical, which consequently results in the lower amount of personal information published. Younger generations (Generations Y and Z) are on the other hand more skilled in IT and therefore more competent in managing own profile, and they knowingly select the information to publish. The Generations X and Y are not too protective about personal details – they publicize date of birth, sex or photographs. The significant difference among the generations lies in the publishing of information about relationships. While the Generation X publicizes it, the Generation Z hides it or publishes it only scarcely. We assume the reason for that is that in general the Generation Z is not in any relationship due to its young age, and therefore is still searching for one, and that the unpublished state of their relationships provides them with better opportunities for making acquaintances. On the other hand, the Generation X is usually more stabilized in this field, since its members are already in stable relationships and therefore do not need to search for new ones. Regarding the information about interests, the Generation X, the oldest one, does not hide it, while the Generations Y and Z does so. This is supposedly due to their unsettled interests, which are still in

the process of forming. Other differences are found in protection of privacy. The Generation X sets its own rules for presenting and sharing information about friends, profile or for information shared with other users. In principle, they do not have any problems with presenting personal information as well as with publicizing statuses (more than 50% of asked), but to a lesser extent they use settings of other networks (again mostly visible when publishing statuses), since they aim to have their communication under control and basically do not need to share everything with everybody. Instead, since they have stable relationships and contacts, they chose who they communicate with. The Generation Y is open to the maximum extent; almost everyone can see what the users from this generation post – more than 50% of them share their statuses with the Public, and more than 40% of the overall published information is also shared publicly. Members of this generation are mature, self-confident, with strong opinions, open and active. Up to 60% of the members of the Generation Z (the highest percentage among the researched generations) make its statuses visible to Public. They need to be in constant touch with their peers and to share their emotions and experiences with them. Up to 50% of them without any problem share any piece of information except the Friends list. The differences also manifest in the attitude towards the users from the Friends list. While the Generation X does not need to encounter with the unknown persons, since its members already have stabile relationships, the middle generation (Y) and the youngest generation (Z) are not that strict about it – younger the age, higher the number of friends whom they do not know personally, but whom they meet anyway; particularly the Generation Z does so. This can be explained by them being in the phase of building new relationships and having the need to be in contact with others, and also from the business point of view they consider it to be useful for their professional development. Comparing with the older generation, they do not consider this kind of behavior that risky. Another interesting fact is the difference in number of people, with whom they chat at the same time – the Generation X states 2 people in average, and the Generation Z sates 11.

Other differences are in the length of time spent by chatting. While the older generation (X) chats approximately 20 minutes per day, the youngest generation (Z) spends by chatting up to one hour per day. The reason for that are the differences between the ways of spending free time, as well as the change in lifestyle, which was influenced by using mobile technologies enabling users to be constantly online. The Generation X prefers mainly posting and sharing, while the Generations Y and Z prefer communicating, be it by chat or sending private messages. This is mainly due to the bigger need to keep track with their friends´ communication and lives. Younger generations create their specific image and identity in the virtual environment and that is probably why they share information to a lesser extent and only those, which support the desired image. On the other hand, the older generation to a greater extent wishes to expres their opinions and shares their life experiences from the fields of their interests. They do so usually by sharing content from another source. Differences can also be found in contents shared by various generations. While the Generations X and

Y usually publish information they find interesting, be it fields of their interests or some kinds of advices, the users from the Generation Z usually publish their emotions, observations or experiences. Social networks have become an integral part of our personal as well as of professional life. Sharing information and emotions by using these networks is already a natural form of communication, mainly for younger generations, but as an inevitable communication tool it serves also to the elder ones. Therefore, communication habits in online environment is an interesting subject to research, and its results might serve as an impulse to reform the content and the way of communication also in other fields of life. The way of how the style of communication is going to change in Facebook, one of the most popular social network of these days, e. g. due to the further development of technologies and increasing popularity of other social networks, will in the future remain a compelling subject to research.

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DIGITAL MEDIA: INVASION OF AMERICAN FILM

Lenka Chrenková – Dagmar Valentovičová

Abstract
The processes of digitalization and technologic revolution have caused that particular international production companies are able to use financial and technical resources – mostly multi-billion budgets and advanced technology – and subsequently they tend to smoothly apply these resources to optimize their own marketing strategies. The main goal here is related to pursuing the vision of successful sale of created media projects which are aimed at wide audiences; such a tendency also makes these media enterprises substantial parts of the very unique world of universal human values and opinions shared by the majority. This text is focused on the topic of production and distribution cycles that are typically applied by major Hollywood film production companies in order to offer mainstream movie audiences their audiovisual works. The authors examine phenomena of globalization and 'glocalization' in the context of promoting mainstream content by using (mostly) so-called new media. Their attention is mostly paid to particular advertising tools and propagation methods which are used by major American movie producers and/or distributors in order to deliver their contents to target (mainstream) media audiences – the platform of such marketing practices is created mainly by digital media.

Key words:
American film. Digital technologies. Globalization. Mainstream. Mainstream audiences. Media representation. New media.

Introduction

In the middle of 20th century, M. McLuhan, the world-renowned media theorist, indicated that electronic media most likely cause complete and very dynamic changes in cultural practices, moral values and human relationships. This turnover is quite painful and results in a loss of identity. There is only one way to cope with this situation – we have to understand dynamics of the given processes and try to grasp all revolutionary changes related to development of new technologies. Then we may be able to control these effects or prevent them from happening at all. On the contrary, if we keep staying in the subliminal ecstasy associated with our everyday existence, we are definitely going to become their slaves.[1]

According to G. Gómez-Pena, the current phenomenon of digitalization and rapid technological progress eliminate the traditional distance (differences) between popular culture and artists along with their self-presentation, as well as between marginal identities and new fashion trends, etc. However, it is not difficult to "get lost in this entertainment world crowded by media-mirrors".[2] It is necessary to

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1 McLUHAN, M.: *Člověk, média a elektronická kultura.* Brno : Jota, 2000, p. 219.
2 GÓMEZ-PENA, G.: The New Global Culture: Somewhere between Corporate Multiculturalism and the Mainstream Bizzare (A Border Perspective). In *TDR: The Drama Review*, 2001, Vol. 45, No. 1, p. 13.

remark that opinions offered by M. McLuhan and G. Gómez-Pena, which point out to dangers and problematic aspects of creating such mirrors, are (and have been) further discussed by many other important media theorists, e.g. J. Toeplitz and many other.

Global film corporations function as a great example of this problem as they use the newest digital technologies on a daily basis. The aim of applying these production strategies is linked to the effort to continuously offer image and sound enhancements in order to eliminate the initial distance between reality and fiction, to create a visually attractive, spectacular audiovisual work that is able to affect its audiences (mostly and above all) emotionally. Simply said, if a certain communication strategy implemented by any film production company aims to be highly effective, it has to flexibly adapt itself to new requirements, trends and current phenomena associated with the ever-changing global market This situation may be clearly identified in case of contemporary American mainstream film production.

As we have stated above, the main goal of this text is to identify various determinants which contribute to dynamic transformations of American film culture in the 21st century with a special emphasis placed on 'digital invasion' of commercial (especially Hollywood-made) audiovisual content. To achieve this main objective, it is necessary to consider the current globalization and 'glocalization' tendencies and the particular production-distribution mechanisms implemented by multi-national (perhaps it is more appropriate to say global) film companies. Special attention is paid to means of expression used by American mainstream film production (along with related advertising tools and propagation methods) which are mass-distributed to target audiences through the final products. We work with a basic assumption that digital media are precisely the most efficient platform for carrying out similar marketing strategies.

1 The New Media Environment: Globalization and Glocalization of Current American Mainstream Media Content

The cultural determinants of American mainstream film are closely related to the globalization and glocalization tendencies which have a significant impact on the business strategies applied by multi-national corporations, i.e. influence their production and distribution mechanisms. There are many contradictory opinions that try to offer the most accurate definition of the mentioned terms – on the one hand, there are a lot of definitions of the word 'media globalization' itself but, on the other hand, scholarly reflections on its forms, effects and consequences are, and likely will be in the future, full of contradictory opinions and deepening

problems.[3] It is necessary to add that defining the terms 'globalization' and 'glocalization', however problematic it is, is also much more easy than implying their possible impacts on the society as such.

Media theorists D. McQuail and J. Monaco state that globalization is the result of a continuous influence of digital, electronic and communication media. Thanks to technological progress, audiovisual contents are quickly disseminated all over the world through various communication channels and for a minimum price. Everyone is able to access the same media content and thus co-create and reproduce "global village"[4], global media market, preferred production activities and media business strategies. Inhabitants of this "global village" are actually "homeless people" – this globalized world gives them a feeling of home, provides them with everything they need and nothing at the same time.

On the other hand, other points of view are rather positive as they emphasize the importance of digital technologies that ensure the creation of so-called "transculturalism" containing elements of various local cultures. Transculturalism brings us the possibility of learning from knowledge and experience which have been originally acquired by different nations. According to defenders of globalization, these development processes represent an effective way to solve all previous problems against which the mankind has been fighting for ages, particularly through enormous amounts of available information.[5]

In spite of all these opinion differences and diverse theoretical approaches that have led to current understanding of the term "globalization", the globalization paradigm is perceived as one of the most popular and influential ways of observing the world as a whole as well as media communication and other forms of disseminating information.[6]
The phenomenon of globalization is interconnected with another related term which is hard to define and understand in a complex way – "glocalization". Ch. Barker uses the concept of "glocalization" in connection with marketing; the author comprehends it in the contexts of "global production of a local" and "localization of a global". This remark is precisely the reason why globalization

3   RADOŠINSKÁ, J., VIŠŇOVSKÝ, J.: *Aktuálne trendy v mediálnej kultúre.* Trnava : FMK UCM v Trnave, 2013, p. 131.
4   M. McLuhan is considered as the author of the term "global village" (the work titled *The Gutenberg Galaxy*). The inhabitants of the "global village" are listening to radio stations and watching television, receiving information from other places but not from their own cultural environment (own village) – in fact, there are no places distant in time and space. (For more information, see: ZASEPA, T.: *Médiá v čase globalizácie.* Bratislava : LÚČ, 2002, p. 219).
5   PRAVDOVÁ, H.: *Determinanty kreovania mediálnej kultúry.* Trnava : FMK UCM v Trnave, 2009, p. 220.
6   SPARKS, C.: *Globalization, Development and the Mass Media*. London, Thousand Oaks, New Delhi, Singapore : Sage Publications, 2007, p. 190.

and localization cannot be understood in an opposite relation.[7] American political scientist S. P. Huntington reflects of this issue in a similar manner and adds that the process of economic and social modernization separates people from their long-lasting identity which exists at the local level.[8] Exactly in this case we can observe the progressive globalization of a local, i.e. "glocalization" as a practice used by dominant culture which aims to utilizing preferred values of national cultures in order to pursue its own goals, not only at the global markets, but also at the lower, local level.

However, it is necessary to stress out that successful multi-national media formats, which are adapted to the local conditions, do not have to necessarily gain a positive audience response at the national (or local) level. For instance, different American TV reality shows are sold as already completed products ('all in one') that are ready to be implemented in a different country. Despite various changes associated with the programme's 'localization', it is not always able to gain expected amount of popularity within the given culture (e.g. it is reasonable to presume that American TV show called *Pregnant and Sixteen* would not be as popular and successful in much more culturally conservative Eastern cultures as it was in its country of origin, the United States).

The contemporary era of strong globalization and glocalization processes strengthens the influence of digital media and technologies on particular production and distribution practices applied by US-based multi-national film companies. It is a difficult and hard-to-define process because only the audiences are, at last, those who will perceive and work with the given problematic paradigms. On the other hand, the multi-national (especially American) film companies also play a special role within these development tendencies because their particular production and distribution strategies carried through digital media function as effective tools for influencing the opinions and values shared amongst the mainstream audiences.

2 The Influence of Digital Media on the Film Production and Distribution

A completed film is a product meant for sale and distribution. In the context of particular production and distribution conditions, a certain media product can be a part of the mainstream in the place of his origin, but simultaneously an element of alternative media communication in different cultural environment.[9] B. Röwekamp states that such successful adaption of film production and

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7   BARKER, CH.: *Slovník kulturálních studií*. Praha : Portál, 2006, p. 60.
8   HUNTINGTON, P. S.: The Clash of Civilizations. In HUNTINGTON, P. S., AJAMI, F. (eds.): *The Clash of Civilizations?: The Debate.* Tampa, FL, USA : Foreign Affairs, 1996, p. 26.
9   BAILEY, O. et al.: *Understanding Alternative Media.* Maidenhead : Open University Press, 2007, p. 70.

distribution to the mass market is always conditioned by the particular globalization and glocalization tendencies.[10]

Regarding the sphere of media production as a whole, M. T. Pramaggiore and T. Wallis consider the given economic aspects of film production as one of the key factors which form the motion picture industry – nowadays this production segment acquires a lot of new contexts.[11] The clarification of such trends is, however, quite simple – the bigger budget a certain film production has, the more money can be invested into promotional elements associated with the given film. Trailers, teasers, film photographs, posters, wallpapers, articles in print and online magazines, etc. – all of these tools contribute to significant reinforcement of recipients' awareness of a produced film. In today's hypermodern world, the electronic methods of film promotion are spread through digital media, especially by the Internet. Thanks to the Internet, mainstream films and blockbusters are not only able to appeal to a huge amount of recipients, but also – in many original and unconventional ways – indirectly force these recipients to become promoters of the promoted messages themselves (weblogs, social networks, video streaming, etc.).

The basic links of motion picture industry's production and distribution chains are quite clear – a film is produced, distributors get it to cinemas all over the world while the cinemas' owners or operators are responsible for its scheduled projections. According to R. Bergan, the distributor might be identical with the film studio that financed the film's production or, in different cases, film distributors are specialised organizations which create marketing plans and promotional strategies related to specific film (trailers, posters, promotional pictures and flyers).[12] Even though these production and distribution elements seem to be obvious and easy to comprehend, the relationships between producers and distributors in the film industry are, in fact, very unclear, mostly in terms of their financial connections. Percentage of profits resulting from a film's public release, which belong to a distribution company or particular cinemas, changes very often and quite radically, from country to country. This is also the reason why film distribution is understood as a specific logistic and business process managing a movie's journey between its producers, distributors, and audiences that is marked by public introduction of appropriate promotional campaigns. It is necessary to choose the right distribution chain as well as promotional strategy – i.e. to choose a suitable medium which attracts highly specified target groups of recipients and influences their future purchase decisions.

The distribution practices of the motion picture industry were radically transformed in the 1950s and 1960s (thanks to the expansion of television

10   RÖWEKAMP, B.: *Hollywood.* Praha : Computer Press, 2004, p. 143.
11   PRAMAGGIORE, M. T., WALLIS, T.: *Film: A Critical Introduction.* Boston, Hong Kong, Mexico City : Pearson, 2008, p. 416.
12   BERGAN, R.: *Film: Veľký ilustrovaný poradca.* Bratislava : Slovart, 2008, p. 110.

broadcasting). Other changes came in the second half of the 1970s (VHS recorder made by Sony, subscription-based cable television network called *Home Box Office,* better known as *HBO*). Moreover, progressive digitalization, which began in the 1990s, is one of the key technological aspects of media production and will continuously deepen in the future and has brought the most noticeable distribution methods of present days: DVDs – digital video discs, HD DVDs which applied high-definition technologies (although existence of those discs lasted only for a short time, remark by L. CH. and D. V.), currently popular Blu-ray formats, digital services such as video-on-demand, pay-per-view, etc.[13] Other services worthy of mentioning include digital video library *Netflix* or *HBO's* additional services *HBO GO* and *HBO On Demand.* B. Röwekamp sees this situation rather neutrally. He claims that digitalization of production technology, distribution and projection makes the Hollywood media products more accessible, financially profitable and more financially successful than in the past.[14]

We may observe an endless cycle within which American film companies try all possible ways of perfecting their production and distribution strategies in order to attract their own audiences and hold their attention. However, they often forget about one of the key functions of film – aesthetic experience, artistic value. Instead of preserving aesthetic values related to film works and applying truly innovative perspectives, presentation and distribution of the mainstream Hollywood films is standardized and integrated into other types of media contents without any real artistic value or into objects of daily use and consumption. We may therefore witness that film industry is getting increasingly intertwined with food industry and fashion industry, mostly via different promotional materials with which the recipients are in everyday contact. Selling various promotional items and 'leisure products' (T-shirts, souvenirs, video games, books, mugs, etc.) goes on along with selling a film's broadcasting rights (television, radio) or its copies through digital media (the Internet, digital television, CDs, DVDs), not to forget the importance of publishing film images and information on showbiz pages in the press, in music videos, advertisements (TV spots) or in other films. A mainstream film recipient is formed and repeatedly addressed to especially by everyday contacts with these kinds of promotional materials.

3 Modern Promotional Methods and Their Means of Expression

The character of the current film market has gradually contributed to creation of specific expression tools used especially in the motion picture industry. We are primarily focusing on specification of the most popular promotional methods related to mainstream movies which are spread particularly through digital media.

13   RADOŠINSKÁ, J.: Vývojové trendy americkej manistreamovej filmovej produkcie. In *Communication Today,* 2014, Vol. 5, No. 1, p. 16.
14   RÖWEKAMP, B.: *Hollywood.* Praha : Computer Press, 2004, p. 159.

Firstly, we mention **artwork** or rather key art that we consider to be the main graphic motive – therefore the main promotional material of a film. It can consist of a simple photograph, picture or text made in relation with 'the film's atmosphere'. This graphic motive is later used for all further film materials – basic layout of the official artwork cannot be changed.[15] It is quite interesting to mention that one of the first blockbuster movies, *Jaws* (1975, directed by Steven Spielberg), was also the first one which used a movie artwork – cover of the book titled *Jaws.*[16]
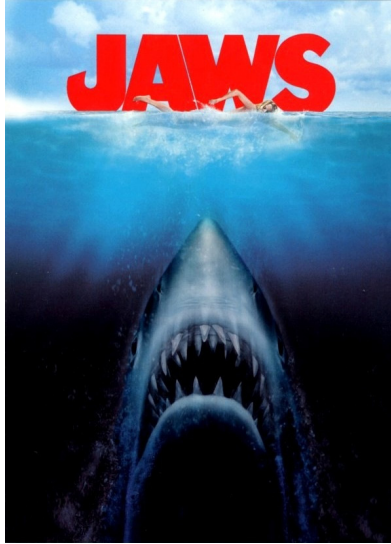
Picture 1: *Jaws* **(1975) – artwork (film poster)**
Source: DRYDEN, S.: *Spielberg to Remake Oldboy; Chan-Wook Park to Remake jaws as revenge.* [online]. [2015-09-19]. Available at: <http://scrapetv.com/News/News%20 Pages/Entertainment/pages/Spielberg-to-remake-Oldboy-Chan-Wook-Park-to-remake-Jaws-as-revenge-Scrape-TV-The-World-on-your-side.html#>.

Nowadays, the basic concept of this communication tool is not considerably different. It is sufficient to look into the list of the most successful films released during the last three years – the artwork functions as a thematic, unmistakeable symbol, a figurative film metaphor transformed into a visual image, a part of each promotional material associated with an audiovisual work. Afterwards, the final form of the artwork is publicly available in the traditional print format or it is spread towards the target audiences through electronic and digital media. For example, the key art of the blockbuster *The Avengers* (2015, directed by Joss

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15 BOSKO, S. M.: *The Complete Independent Movie Marketing Handbook.* Studio City : Michael Wiese Productions, 2003, p. 124.
16 DeVANY, A.: *Hollywood Economics – How Extreme Uncertainly Shapes the Film Industry.* London, New York : Routledge, 2004, p. 122.

Whedon) is not connected with any graphic illustrations as in case of Jaws but it describes the main title or rather its shortened version (the heavily stylized letter 'A' positioned in the circle) written in specific font. The 'A' surrounded by the round object is not only the symbol of all Avengers but it can also indicate some form of an anarchism (A = anarchism) and order (O = order) in the figurative sense. The meaning symbolically describes the idea of unity which is, paradoxically, used to present a disparate group of rebellious superheroes.

Picture 2: *The Avengers: Age of Ultron* **(2015) – artwork (logo)**
Source: *Trailer Breakdown: Avengers Age of Ultron.* [online]. [2015-09-19]. Available at: <http://www.frenchtoastsunday.com/2015/01/trailer-breakdown-avengers-age-of-ultron.html>.

Picture 3: *The Hunger Games: Mockingjay Part 2* **(2015) – artwork (logo)**
Source: *Logodatabase: The Hunger Games: Mockingjay Part 2 (Logo).* [online]. [2015-09-19]. Available at: <http://logodatabase.net/the+hunger+games+mockingjay+part+2+logo>.

The next specific expression tool is **b-roll**, sometimes also called 'bloopers'. It is a method of film promotion after its release ('afterwatch') that raises secondary

interest in a movie. We primarily talk about bad scenes (especially in case of comedies), which do not have to be used within the final cut, but despite being cut out they may still be included within content of special bonuses offered by DVDs or, alternatively, they are presented during introductory or final subtitle scenes as an interesting insertion or a prediction related to the film's possible future sequel.[17]

Digital DVD formats have increased the possibility of creating additional movie contents that may be partially interactive. Through this convenience the audiences can choose language of the film, submit review, watch extra scenes, listen to the film director's and actors' commentaries, play a game or watch a music video. The b-roll has become an integral part of each Hollywood production and it is considered as an important component used in promotion of an audiovisual work. The existence of these DVD bonuses has started to significantly influence the sale numbers – according to surveys, the whole third of respondents mention that the first thing they do after buying a DVD is watching the bonus 'bloopers' sequences instead of the film.[18]

Except for artwork and b-roll, very popular method of presenting a film is also **electronic presskit**. In the past, presskit was a significant tool used mostly by journalists. However, in today's 'Internet era' presskit is necessarily associated with digital media – mostly CDs or DVDs. Electronic presskit is typically a file involving materials such as photos, videos, film synopsis, information about each staff member, interviews with actors and film creators, distributor's details, contacts of PR managers and so on. Unlike the film artwork and featurette, these materials can be edited and modified.[19] This form of targeted 'public relations' is available in the print form as well as it is spread through via digital media and electronic media – mostly via the Internet and the social networks.[20]

Film photography is an important tool of film promotion too - recipients are able to immediately identify the key elements of the audiovisual work and perceive important associations resulting from the photographs' graphic stylization. A film photography, called '*fotoska*' in Slovakia, captures the main actors, circumstances of the film's story, narration in the process of filmmaking, etc. As we can see below, film photography associated with 2014's blockbuster hit *The Hobbit: The Battle of Five Armies* (directed by Peter Jackson) depicts all mentioned elements, attracts viewers' attention and generates tension based on

17 *Guardians of the Galaxy (2014): Under-title Scene.* [online]. [2015-09-19]. Available at: <https://www.youtube.com/watch?v=1GncYQHBJIw>.

18 EPSTEIN, J. E.: *Ekonomika Hollywoodu: Skrytá finanční realita v pozadí filmů.* Praha : Mladá Fronta, 2013, p. 80, 180.

19 GROVE, E.: *Raindance Producers´ Lab Lo-To-No Budget Filmmaking.* Oxford : Focal Press, 2004, p. 260.

20 *We´re the Millers (2013): Electronic Presskit.* [online]. [2015-09-19]. Available at: <https://www.youtube.com/watch?v=HipO3VhlbJ4>.

audience expectations. These impulses increase the probability of watching the film in the future – they pre-sell the movie.

Picture 4: *The Hobbit: The Battle of Five Armies* **(2014) – film photography**
Source: *Joblo's Movie Database: The Hobbit: The Battle of Five Armies.* [online]. [2015-09-19]. Available at: <http://www.joblo.com/movies/database/2014/the-hobbit-the-battle-of-the-five-armies/>.

The propagation strategy related to film photography is closely associated with another specific communication tool. We talk about a **featurette** as a digitally formed, artistically integrated document, a 'film about film' that is protected by the same copyrights as any main (feature) film work. Its success lies in the right choice of TV programme, e.g. it is suitable to present it during specialised 'movie news' sections or on thematic Internet servers.[21] In this context we mention a few Slovak TV stations and their specific film programmes which offer a documentary insight into the backstage of chosen films, i.e. a short form of the featurette: commercial news channel *TA3 – Week in the Film* (in Slovak *Týždeň vo filme*) and public TV service *RTVS – Film about Film: Secret Lives* (in Slovak *Film o filme: Tajné životy*). There is a noticeably close connection with electronic presskit we have mentioned above. However, there is still one significant distinction – featurette cannot be edited in any way because of copyright law, while presskit is more liberal and allows free manipulation with film content.

Intense publicity is also linked with **film premiere** generally organised a few days before the official cinema release. It is attended by all key actors, director(s), staff members and producers but also by journalists and publicists who subsequently edit this event into form of various 'showbiz' news. The whole

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21 ZÁBOJNÍK, R., VALENTOVIČOVÁ, D.: *Film: Vybrané kapitoly z teórie a dejín*. Trnava : FMK UCM v Trnave, 2007, p. 78.

cycle called 'premiere' is based on advertising spread primarily via electronic and digital media.[22]

It is important to note that this special event has recently been innovative in terms of combining popular trends that merge 'classic' presentation of an audiovisual work with creative introduction and transformation of the film's main elements, key symbols or themes – the spectacular ceremony works as a suitable environment. For instance, London premiere of S. Spielberg's movie *War Horse* in 2012 is a well-known case – the event was attended by the Duke and Duchess of Cambridge, soldiers and veterans with their families but also by the animal which depicted the 'War Horse' in the movie – the horse walked, side by side with the actors and director S. Spielberg, the red carpet.[23]

Another innovative method of movie propagation is also **sneak peek** as a 'secret insight' into the film production, unifying already-mentioned, film about film, i.e. featurette (this term is typically used in case of American film industry) in many cases. Sneak peek is a part of movie pre-premiere as a short 'behind the camera' or 'in front of the camera' music video or a promo video spreading especially through the Internet or included in DVDs and other media, especially in their bonus sections. Currently, probably the most popular sneak peek is the series of mini-clips called *Mini movie* which offer an insight into 'lives' of extremely popular animated characters called *Minions*. These short films are not directly connected with the main feature films that present Minions, i.e. *Despicable Me 1* (2010, directed by Pierre Coffin and Chris Renaud), *Despicable Me 2* (2013, also directed by Pierre Coffin and Chris Renaud) and *The Minions* (2015, directed by Kyle Balda and Pierre Coffin). However, despite such discontinuity between the sneak peeks and the particular movies these shorts indirectly attract the audiences to see the feature versions of Minions' adventures.[24]

All of the above-mentioned marketing strategies allow each film studio to offer an uninterrupted flow of various movies that fill the cinemas with crowds of consumers. In return, the cinema networks offer the film producers wide possibilities to effectively influence the way of releasing movies – for example, through repeated projections of official film **trailers** or substantially shorter teaser trailers related to films in production which are traditionally available months before the release in order to coordinate the marketing campaign more precisely.[25] The use of film trailer (as a preview of to-be-released movie) is considered as a great marketing tool applied to key strategies of every film

22 GROVE, E.: *Raindance Producers´ Lab Lo-To-No Budget Filmmaking.* Oxford : Focal Press, 2004, p. 279.

23 *War Horse (2012): Film Premiere in London.* [online]. [2015-09-19]. Available at: <https://www.youtube.com/watch?v=ANkW7CEecic>.

24 *Despicable Me (2013): Sneak Peek.* [online]. [2015-09-19]. Available at: <https://www.youtube.com/watch?v=jrdlPQZye48>.

25 EPSTEIN, J. E.: *Ekonomika Hollywoodu: Skrytá finanční realita v pozadí filmů.* Praha : Mladá Fronta, 2013, p. 105.

production company. At the present, trailer consists of short film sequences, behind-the-scenes footage or it contains specific time and teaser sequences focusing on advertising utilization. The 'trailer' itself is a kind of media product which should 'carry' the same emotional value as film poster.[26] For this reason, J. Gray agrees with J. Ellis who indicates that trailers, sneak peeks and film posters are "narrative images" of a film which we should not see as "detached" or separated from the film itself. They are in fact the first impulses of the subsequent processes of reception and interpretation of film works.[27]

Movie trailer of the motion picture *Batman vs. Superman: Dawn of Justice* (to be released in March 2016, directed by Zack Snyder) complies with all mentioned rules of thorough work with movie trailer – it 'tells' the audiences everything and nothing at the same time, keeps them in suspense whilst this thought-out work is enhanced by soundtrack elements, ambient sounds and noises.[28] Not to forget that this particular trailer was released as a quick response to promotional activities of competing production (only a week after trailer of Disney/Marvel's *Captain America: Civil War*) in late 2015. Interesting fact is that both trailers were initially presented during two different episodes of one of the most popular late night TV talk shows in the USA, *Jimmy Kimmel Live!,* hosted by Jimmy Kimmel. Shorter versions of trailers – **teaser trailer**s – represent a certain 'taste' of a film's basic emotions in the form of a short video which lasts a few seconds; its content refers to a corresponding movie*.* One of teaser trailers to animated feature films *Frozen* (2013, directed by Chris Buck and Jennifer Lee) tells a story about an unlikely friendship between snowman *Olaff* and reindeer *Sven* who are the film's supporting characters*.* This material is considered as a short viewer's insight ('first-look trailer') into the movie's atmosphere.[29]

Film music and soundtrack are closely related to **music video**. In early 1990s, the music TV stations such as *MTV* transformed the modern visual aesthetics and music video became one the most influential ways of promoting mainstream Hollywood movies. The music video by Irish singer Ed Sheeran called *I See Fire* is a hugely successful example of promoting a blockbuster feature film; the song is associated with *The Hobbit: The Desolation of Smaug* (2013, directed by Peter Jackson).[30] Another example, the song, *See You Again* by duo Wiz Kalifa and

26 MAGÁL, S. et al.: *Filmový a mediálny manažment: Manažérska komunikácia II.* Trnava : FMK UCM v Trnave, 2011, p. 135-176.
27 GRAY, J.: *Show Sold Separately: Promos, Spoilers, and Other Media Paratexts.* New York : New York University Press, 2010, p. 48.
28 *Batman vs. Superman: Dawn of Justice (2016): Trailer.* [online]. [2015-09-19]. Available at: <https://www.youtube.com/watch?v=0WWzgGyAH6Y>.
29 *Frozen (2013): Teaser Trailer.* [online]. [2015-09-19]. Available at: <https://www.youtube.com/watch?v=-WdC4DaYIeQ>.
30 *Hobbit: The Desolation of Smaug (2013): Music Video.* [online]. [2015-09-19]. Available at: <https://www.youtube.com/watch?v=2fngvQS_PmQ>.

Charlie Puth, is well-known as the music video to action movie *Fast & Furious 7* (2015, directed by Justin Lin).[31]

All above-mentioned methods of film presentation, as well as their production and subsequent public release, are essential parts of film production and distribution processes. However, they do not depend on any strictly given set of rules but rather on preferences, desires and values of a pre-determined movie audience ('pre-sold audience'). Individual production companies use interconnections between different promotional campaigns (and media related to them) on the basis of these audience expectations. Another frequently applied marketing tool is associated with a certain modification of a film's narrative structure at any stage of production as a result of recipients' feedback. It can be seen that creation of an audiovisual work is completely adapted to fulfil the possibilities of maximizing its future popularity. In spite of high cost initial investments, this way of production considerably reduces the potential risk of losing the audience's support and attention.

Conclusion

Globalization tendencies of American culture domination came to the fore after World War II when the US 'mainstream' media culture started to spread globally. This situation of 'cultural confrontation' could be clearly identifiable especially in the motion picture industry, more specifically in the Hollywood movie production.

At present, the new media are responsible for intensification of the process of ongoing American film invasion into the whole world. Digital technologies and relevant 'spectacular' methods of narration shape and re-shape other current cultural phenomena called globalization and 'glocalization' of media formats. However, the way of perceiving these newly-formed processes fully depends on both the recipients of media production and ever-changing strategies of the global film companies that have to flexibly react to changes in demand. This is why the biggest movie conglomerates tend to continuously strengthen their market position. They adapt the individual production-distribution strategies to the effort to maximize profit, i.e. to offer many forms of entertainment and attract mainstream audiences – for these reasons the specific communication tools distributed by digital media were created. Film production aims to acquire the maximum amount of popularity amongst mainstream (mass) audiences.

American mainstream film products – or rather their story elements and entertaining features – always have been (and still are) designed as universally-used means of entertainment which are able to generate profit in all their

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31 *Fast & Furious 7 (2015): Music Video.* [online]. [2015-09-19]. Available at: <https://www.youtube.com/watch?v=RgKAFK5djSk>.

presentation forms: as computer games, music videos, trailers, photos, short movies, interactive applications, etc. American film culture of the 21st century (and its formation) is thus substantially connected with rapid development of the digital technologies, new media and innovative commercial strategies.

The constant pressure related to creation of new commercial models often results in hybrid experiments which cannot be successful in the long term and will never become a functioning, sustainable commercial platform. The future tendencies of American film mainstream, as well as development trends of digital media and their impact on individual production and distribution practices, may or may not result in new possibilities for spreading American film entertainment – they can be considered as relatively uncertain. The whole process depends on audience preferences and there is no American movie company, no media production company whatsoever, which is able to precisely estimate these ever-changing preferences.

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ORGANIZATIONAL COMMUNICATION, STYLE OF MANAGEMENT AND SOCIAL MEDIA

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Abstract
Effective as well as efficient communication in workplace environment is a critical factor for sustainable existence and growth of organizations. It is the (top) management task to build the right communication infrastructure within (and outside) the organization to capture, diffuse and apply knowledge essential for creating and delivering value. Since communication can be reckoned as one of the crucial competences of managers, formation of proper functioning communication infrastructure should be based on good knowledge of the individual communication media (tools or channels; in the following text only media are used) characteristics and other relevant and influencing elements. Besides this knowledge there is also concrete management leadership style that has tight connection with the style and form of communication and the preference of more or less open communication media. Social media as the new type of communication media have some specificities, which are not well investigated yet. This paper offers results of the empirical survey analysing the position of social media among other media used in organizational communication and revealing some patterns of relationship between the use of the individual media and styles of management.

Key words:
Media. Organizational communication. Social media. Style of management.

Introduction

This paper deals with the role of social media among other media in the internal organizational communication and with the relations among two groups of variables, specifically various communication media used by managers toward the employees and various management leadership styles applying empirical quantitative survey to ascertain the general proposition put forth in the research. This proposition assumes positive association between the openness of leadership styles and the rate of social media utilization in workplace communication.

1 Theoretical review

Managers have traditionally spent most of their time communicating. Communication is contained in majority of ten managerial roles described by Mintzberg.[1] To provide information, which results in sustainable efficient and effective performance in organizations is extremely important task for managers[2]

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1 MINTZBERG, H.: Managerial work: Analysis from observation. In *Management Science*, 1971, Vol. 18, No. 2, p. 103-107.
2 GUO, K., SANCHEZ, Y.: Workplace Communication. In BORKOWSKI, N. (ed.):

especially in contemporary life that is more complex, faster, globalized, and more competitive and more knowledge and information based.[3],[4] Workplace communication is a part of organizational communication focused on the internal environment of organizations. It is especially this type of communication that stands for the key element of organizational climate[5] and it is "*the central binding force that permits coordination among people and thus allows for organized behaviour.*"[6] Communication in general is a process which constitutes of several elements: source, goal, audience, context, message, media and feedback. The media (or communication tools as the synonymous) can have various form, nevertheless their basic function is in conveying the message from the source to the audience.[7] In workplace communication the most typical communication tools – media are face-to face communication, mail, phone as the traditional representatives, email and social media as the modern ones.[8] Emergence of internet has brought a birth of social media. Social media incorporate several features, „*such as presence, sharing, conversations, groups, identity, relationships, and reputation.*"[9] Media can be classified in terms of whether they allow instant or delayed information transfer with immediate or postponed feedback and do not or do enable the change of message content after its transfer, in terms of different levels of persuasion and ability to create and support relations.[10],[11] Likewise Turner et al.[12] suggest evaluating five categories of individual communication

Organizational Behavior, Theory and Design. Sudbury, MA : Jones and Bartlett Publishers, 2009, p. 78.

3   JONES, E. et al.: Organizational communication: Challenges for the new century. In *Journal of Communication*, 2004, Vol. 54, No. 4, p. 740.

4   RAJHANS, K.: Effective organizational communication: A key to employee motivation and performance. In *Interscience Management Review*, 2012, Vol. 2, No. 2, p. 82-83.

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7   El OUIRDI, M. et al.: Social Media Conceptualization and Taxonomy a Lasswellian Framework. In *Journal of Creative Communications*, 2014, Vol. 9, No. 2, p. 108.

8   TURNER, T. et al.: Exploring the workplace communication ecology. In *The SIGCHI Conference on Human Factors in Computing Systems*. *Conference Proceedings.* Atlanta : CHI 2010, p. 844.

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10   LEONARDI, P. M., NEELEY, T. B., GERBER, E. M.: How managers use multiple media: Discrepant events, power, and timing in redundant communication. In *Organization Science*, 2012, Vol. 23, No. 1, p. 99.

11   LEONARDI, P. M., HUYSMAN, M., STEINFIELD, C.: Enterprise social media: Definition, history, and prospects for the study of social technologies in organizations. In *Journal of Computer-Mediated Communication*, 2013, Vol. 19, No. 1, p. 14.

12   TURNER, T. et al.: Exploring the workplace communication ecology. In *The SIGCHI Conference on Human Factors in Computing Systems. Conference Proceedings*. Atlanta : CHI 2010, 2010, p. 847.

tools characteristics: function, immediacy, productiveness-efficiency, side effect and social aspect of communication tool for workplace communication as the basis for decision making of appropriateness to use the specific tool for the specific purpose.

Management (or leadership) style is the concept related to the particular category of typical patterns of manager (or leader)'s behaviour, i. e. what managers do and how they behave when managing and leading.[13][14] Theory offers variety of more or less similar categorization of management styles with the description of various characteristics. For instance Kavanaugh and Ninemeier[15] describe three factors – both leaders' and subordinates' characteristics (personality, knowledge, values, and experiences) and the organization environment (organizational climate, values, type of work and composition of work group) – that determine the style. From the multiple studies of leadership four basic styles emerged, namely autocratic, laissez faire, Human Relations and democratic leader based on the level of emphasis on people versus performance.[16] Armstrong[17] offers similar categorizations of leadership styles grounded in three basic orientations of leaders (or managers); besides the above mentioned people and performance (or task) orientation there is also an achievement orientation of managers. Charismatic/ non-charismatic; autocratic/democratic; enabler/controller and transactional/ transformational leadership style or according to the path-goal leadership theory an achievement-oriented; directive, participative and supportive style come from the above mentioned orientations. Different leadership styles depending on the situation are applied by so called situational leadership.[18] Weihrich[19] based on Eric Berne´s book *Games People Play* and his three ego states *(the Parent, the Adult, the Child)* elaborated six leadership styles*.* An ego state is „*a consistent pattern of feelings and experiences directly related to a corresponding pattern of behaviour*" and each personality consists of those three ego states – just the extent of every state varies. The six leadership styles are: 1. *Autocratic leadership and the Parent ego state*; 2. *Benevolent-autocratic leadership and the Parent ego state;* 3. *Consultive leadership* (the Adult and Parent ego states); 4. *Participative*

13 NORTHOUSE, P. G.: *Leadership: theory and practice*. Los Angeles : Sage Publications, Inc., 2010, p. 77.

14 BOSIOK, D.: Leadership styles and creativity. In *Online Journal of Applied Knowledge Management*, 2013, Vol. 1, No. 2, p. 65.

15 KAVANAUGH, R. R., NINEMEIER J. D.: *Supervision in the Hospitality Industry.* Michigan : The Educational Institute of the American Hotel & Lodging Association, 2001, p. 287-288.

16 WARRICK, D. D.: Leadership styles and their consequences. In *Journal of Experiential Learning and Simulation*, 1981, Vol. 3, No. 3-4, p. 157.

17 ARMSTRONG, M.: *Armstrong's handbook of management and leadership: a guide to managing for results*. London : Kogan Page, 2009, p. 32-33.

18 HERSEY, P., BLANCHARD, K. H., JOHNSON D. E.: *Management of Organizational Behavior: Leading Human Resources.* New Jersey : Prentice-Hall, Inc., 2001, p. 171-172.

19 WEIHRICH, H.: How to change a leadership patterns. In *Management Review*, 1979, Vol. 68, No. 4, p. 2.

leadership and the Adult ego state; 5. *Democratic leadership* (the Adult and Child ego states) and 6. *Free-rein/permissive leadership and the Child ego state.* One of distinguishing features is also the flow of communication and openness to ideas and of subordinates, which might be linked to the utilization of social media for communication.

2 Survey methodology

Survey was chosen as the research method to collect needed data. Managers and in the part of the sample also owners providing management function from 371 Czech firms and organizations were inquired personally with the use of structured questionnaire. The purpose of questionnaire was to find out patterns of behaviour and attitudes of managers within several managerial areas. Organizational communication and management leadership style were just two areas of interest. These two constructs were operationalized in the form of multiple variables measuring the level of involvement on the seven-point scales with 1 – the lowest pronounced perceived level of involvement and 7 – the highest one. Six statements concerning various management styles and six statements related to communication media. For the association Spearman Rank correlation was applied due to the fact that data are not normally distributed. The proposition assumes positive association between the openness of leadership styles and the rate of social media utilization in the organizational communication.

3 Survey results

Results in table 1 and table 2 show positions or level of involvement of the individual management styles and communication media. Only small differences are detected among management styles with the highest level of the involvement with free-rein/permissive and consultive style followed by directive and with the lowest level with formal/bureaucratic style, which also shows the biggest standard deviation in responses. Social media are the least utilized media in the internal organizational communication – even the standard post is involved slightly more. The most employed media – or channel of communication is face-to-face and telephone. Email is on the third position with the relatively high dispersion in the responses. Table 3 presents the results of correlation between the level of involvement of the individual management styles and the level of involvement of the individual communication media. In the case of social media the findings lead to the conclusion that the more participative, consultive and/or free-rein/permissive style is exercised the more social media are used (supported with the statistically significant correlation coefficient). However, coefficients are rather low what can be explained by the result of Mean in the case of this media level of employment. This result can be pronounced also with another style – supportive, however with no significance. Even lower coefficients with no

statistical significance and with reverse direction of relation are found with the directive and formal/bureaucratic style and use of social media. It means that if these styles are employed more, social media are used less.

Table 1: Management styles – descriptive statistics

management style	N	Min.	Max.	Mean	Std. Deviation
directive	370	1	7	4,43	1,488
supportive	371	1	7	4,20	1,594
free-rein/permissive	369	1	7	4,67	1,454
participative	370	1	7	4,36	1,656
consultive	371	1	7	4,51	1,591
formal/bureaucratic	368	1	7	3,36	1,697

Source: Own processing

Table 2: Communication media – descriptive statistics

communication media	N	Min.	Max.	Mean	Std. Deviation
social media	373	1	7	2,04	1,520
Email	373	1	7	4,95	1,820
face-to face	373	1	7	5,59	1,162
Telephone	373	1	7	5,28	1,311
Meetings	372	1	7	4,72	1,491
standard post	369	1	7	2,23	1,473

Source: Own processing

Table 3: Spearman rank correlations

	social media	email	face-to face	telephone	meetings	standard post
directive	-.060	.010	.032	.083	.050	-.014
supportive	.100	-.023	.165**	.066	.129*	.142**
free-rein/ permissive	.125*	.035	.343**	.075	.177**	.011
participative	.204**	-.006	.219**	.050	.264**	.006
consultive	.106*	.001	.182**	.090	.143**	-.015
formal/ bureaucratic	-.034	.024	-.093	.025	-.007	.105*

Source: Own processing
** Correlation is significant at the 0.01 level (2-tailed)
* Correlation is significant at the 0.05 level (2-tailed)

Conclusions

Despite the low correlation coefficients the results of relation between the use of social media and management styles indicate that these types of media are used in the organizations for the internal communication in the case when the style of management is more people oriented and more open. These conclusions are to some extent supported also by other relations – most od people oriented and open management styles are linked closer with media that have also more direct character in the meaning of direct communication (face-to-face and

meetings) also these assertions are not 100% same. The survey findings can add new piece of knowledge and as such they have both theoretical and managerial implications. They incorporate the management leadership styles perspective into the organizational workplace communication and especially into the social media communication literature. Nevertheless, there are several limitations of research and repeating the survey can improve validity of results.

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EDUCATION COMPETENCES AS AN INDICATOR OF DIGITAL MEDIA EFFECTIVENESS MEASUREMENT IN MUSEUMS

Michal Lukáč

Abstract
Effective marketing communication including product attractiveness plays key roles in marketing mix of public sector. It might be considered as fundamental pillar of marketing strategy. It is especially about close interconnection of these two components. If a product is of low-quality or less attractiveness, no communication can ensure its success. On the other hand, if there is no proper knowledge of communication about a product which is to be communicated to public, it is lead directly to execution. It will be simply not effective. It could be concluded that a product and marketing communication cannot exist without each other because absence of one section influences function of the second means. In connection with interaction of a product and marketing communication a question of measuring and evaluating success of communication activities comes to spotlight, primarily focused on digital media communication dynamics. There are many arguments about why it is not possible to get direct answer to these requirements in culture sphere. All of them definitely coincide with the reflection of education competences of people who come to sites system.

Key words:
Digital media. Education. Effectiveness. Marketing communication. Museum. Site.

Introduction

Marketing communication is an important factor of marketing behaviour. In wider sense, it is a part of a set of tools marked as marketing mix defined by Philip Kolter as „*a set of tactical marketing tools – market, price, distribution and communication policy which enables a company´ to modify an offer according to customers´ desires on target market.*"[1] In broader sense, marketing communication can be defined as any form of communication an organisation uses to inform, persuade or influence current or future potential customers. The main characteristic of communication is „*mediation of information and its content meaning aimed to control attitudes, opinions, expectations and ways of behaviour of consumers in line with specific goals of an organisation.*"[2] In other words, communication is understood as a system of dynamic interactions among individual participants of this flow and each of given components includes production, reception and interpretation.[3] Nowadays, a marketing communication is the unavoidable part also in museum sphere. Its aim is to address not only already existing audience, but also new

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1   KOTLER, P.: *Management Marketing*. Praha : Victoria Publishing, 1991, p. 121.
2   HESKOVÁ, M.: *Marketingová komunikace součást marketingového mixu*. Praha : VŠE, 2001, p. 22.
3   ŽÚBOROVÁ, V.: Re – definícia typológie politických aktérov v kontexte s politickou komunikáciou a politickým marketingom. In *Slovenská politologická revue*, 2010, Vol. 10, No 2.

potential visitors. „*It is realised by sequentiality of either classical communication tools or non-traditional media, eventually their mutual combination.*"[4] In respect to use of such individual techniques in museum practice, sufficient financial means play very important role as well. And because of the fact that museums´ budgets are distinctively restricted, such situation is being reflected in the field of marketing communication. A shortage of financial sources appears as one of possible obstacles of sites intensive communication dynamics. Therefore, museums are searching for new more effective forms not only to keep the visitors, but at the same time to gain potential culture consumers. One of such possibilities is the use of digital media.

1 Effective digital marketing communication

Marketing communication realized by so called digital media has its specifications in comparison with the use of other media transmitting the communication message. Internet is taken as dynamic media and its technological advance has a lot of aspects that are not present in classical marketing communication. For example, the possibility to make precise statistics about range of web sites showing, number of unique accesses, measuring of time spent on individual web sites, impressions and interactions of internet advertisement. With increasing media attention to web applications, the ability to measure the impact online is vital for organisations concerned with administration of cultural heritage. In electronic environment it is possible to find out the impact much easier than in case of classical tools of marketing communication. It can be said that online marketing begins to obtain much more complex monitoring, showing and analysing results, and all thanks to digital media indicators.

Indicators:
- CRT (click rate), i.e. a percentage of visitors who click on advertisement banner.
- CTR (click through rate) thus rate of clicks through. CTR is the most usual means of internet advertisement measurement and it marks the ratio of click on an advertisement and the whole number of advertisement watching. CTR measurement is being used less these days because it does not include the effect of brand awareness.
- Google Analytics service is effective online analytical tool able to measure and evaluate web projects from several perspectives. By the help of this service museums are able to gain results of an advertisement campaign on social sites, e.g. Facebook and Twitter.

Digital media offer easier possibilities of effectiveness measuring in comparison with classical tools of marketing communication. They are able to directly watch

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4   BUTORACOVÁ ŠINDLERYOVÁ, I.: *Model marketingového inštrumentária pri akceptácii projektov v procese zvyšovania konkurenčnosti regiónu.* Prešov : PU v Prešove, 2009, p. 108.

and record each one move and interaction of individual users. However, in case of digital media it is important to exactly set what and how to measure. The foreign authors Livingstone (1999) and Zarella (2009) express their mutual opinion that key value for measurement of marketing communication effectiveness of digital media is the range of user´s active engagement. Brian Haven and Suresh Vital distinguish four levels of user´s active engagement, so called *four I.*[5]

Table 1: Four levels of user´s engagement

Level	Characteristics	Measurement criterion
Involvement	user´s presence in given heating points of communication	number of visitors, time spent on a site, advertisement reach
Interaction	activities taking place in these heating points of communication	click through analysis, on-line transaction, content recording
Intimacy	user´s relation to brand (positive or negative)	blogs, comments, discussion forums analysis
Influence	Probability that a user will defend a brand	awareness and affinity to brand loyalty, sharing

Source: Own processing (Frame source in the publication: WEBER, L.: *Marketing to the Social Web*. Hoboken : Wiley Publishing, 2009).

Similarly to classical communication tools where clearly set marketing goals with particular values of (un) success are the fundamental condition for effectiveness measurement, such condition cannot be avoided also in case of digital media effectiveness measurement. Only here can be optimally decided from which perspective it is sufficient to assess and which values to concerned about to achieve set goals. Such defined criteria are marked as KPI – Key performance indicators and they can obtain various forms in homogeneous sources. The key performance indicators can be, according to Evans, divided to three following categories:[6] content, meaning and impact. Eventually, according to individual categories under research for selected KPI it is possible to compile matrix of values for digital media marketing communication effectiveness measurement. Evans gives these examples:[7]

1. Content criteria (social person involved, conversation, artefacts themselves)

Measurement object	Criterion	Tools	Results
users	papers on a blog and twitter	analysis of blog-sphere and analytical tools of social networks	who and what says about brand on the web

Source: Own processing

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5   WEBER, L.: *Marketing to the Social Web*. Hoboken : Wiley Publishing, 2009, p. 122-125.

6   EVANS, D.: *Social Media Marketing an Hour a Day*. Indianapolis : Wiley Publishing, 2008, p. 295.

7   Ibidem, p. 300-303.

2. Meaning criteria (what is the impact of persons involved and their conversation)

Measurement object	Criterion	Tools	Results
impact	time spent on a website	web analysis	evaluation of opinions and conversations of persons concerned about purchase
active attendance	information spreading, number of comments to papers, videos traffic	web analysis	willingness of users to sell reference with given potential profit / loss of social investment
loyalty	number of papers on a blog for a brand, recommendations, tweets	blog-sphere analysis	context and intensity of papers on blogs – willingness of users to stand up for a brand

Source: Own processing

3. Impact criteria (concrete changes in values of researched criteria resulted from conversations of people involved)

Measurement object	Criterion	Tools	Results
users	references, demographic data	web analysis	for who a campaign on social sites is interesting
impact permanency	time spent on a website	web analysis, repeated shopping	how users are involved depending on social media impact
action	reviews, recommendations, tweets	web analysis, analytic tools of social platforms	number of outputs based on a whole campaign

Source: Own processing

2 Digital media and education competences (research)

One of the key roles in research of marketing communication effectiveness tools is played also by museum employees, primarily those who are responsible for presentation or promotion and marketing of sites. Because it is them who communicate with public and they should be actively interested in whether used marketing communication tools achieved set effect. Currently, with realized research in selected cathedrals of cultural industry, we wanted to know whether marketing employees of museums studied marketing or any similar field. We arose from basic assumption that also the primary education is the basis for skills in realization of effectiveness measurement of digital and traditional media. At the same time, we were interested in the age structure because in general there is a prevailing attitude that museums employ mainly people in retirement age. Another reason why we wanted to know the realness of this attitude is whether in the selected sites there exists the potential to coach mostly younger employees from the field of marketing and marketing communication. In the employment structure, gender became a helpful identification mark. The second field of the research was focused on sites communication dynamics. We wanted to know how often individual communication techniques of marketing

communication are used and whether the key role in communication with visitors public is played by digital media. Questioned persons could choose from nineteen answers on matrix of four alternatives: *in each event – in difficult event (festivals, concerts) – in seasonal events (night tours, exhibitions) – we do not use*. At the same time, the aim of this question was to find out if the variables of marketing communication in museums are set on individually or integrally. The last part of the questionnaire was made of analytical questions: closed or open. By them we were researching: employees´ awareness about the term marketing communication effectiveness, state of digital and traditional media effectiveness measurement, causes of neglecting of monitoring their effectiveness.

2.1 Research methodology

The employees of twenty-five specialised museums situated around whole area of the Slovak Republic were the research object. These museums belong to the most attractive cultural parts of Slovakia. In sample selecting a quote selection was applied. It was realized on a sample of 116 respondents which makes 29, 52 % from the whole staff structure of individual institutions. They are precisely employees who, in museums under research, cover the field of promotion, presentation or marketing. Because each individual museum under administration has different organisation structure, also the selection of employees in terms of employment classification was different in each institution. The easiest situation was in castle and chateu museums as these sites have established marketing departments and strictly set employees such as culture and promotion managers, museum pedagogues, culture and promotion referents, program managers and the like who are directly responsible for communication activities. In other specialised museums the realization of marketing activities is distributed between curators, custodians, documentators or lecturers. The fundamental method of primary data achieving was the technique of electronic questionnaire, i.e. via Google Documents program. The questionnaires were distributed to respondents in electronic version as a link paste inside an e-mail message including help request for their filling as well as thank-you-for-cooperation formulae. E-mail contacts were gained from private database of the author and the contacts validity was proven on web seats of individual museums. In total, 116 questionnaires were sent to e-mail addresses. The respond rate was 96,55 %. In the technique of electronic questionnaire 112 respondents were present.

2.2 Research results

The achieved empirical data from the realized research are presented in connection with system of questions placement in the questionnaire, i.e. the established data are presented by the help of table, graph or measurement commentary. Therefore the results can be characterised as follows:
a) gender:
In the first question it was found out that museums employ more women – 71,4 % than men – 28,6 %. Also this research expressly proved long-lasting tendencies

that mostly women work in the free time field where museums belong. As a matter of fact, it has something to do mainly with low wages which are not acceptable for men as bread winners. At the same time these facts correspond with the opinion of Tereza Raabová who sates that „*all in all women make ¾ of all employees in characteristic, related and non-specific branches of tourism. Such trend goes hand-in-hand with low wages trend in the branch of culture, tourism and in holiday and culture activities the average wage ranges in long-lasting terms under average wages level of the whole economy.*"[8]

b) age:

- • another information about demographic aspect of museum employees speaks about their age composition expressed in % during the realization of research.
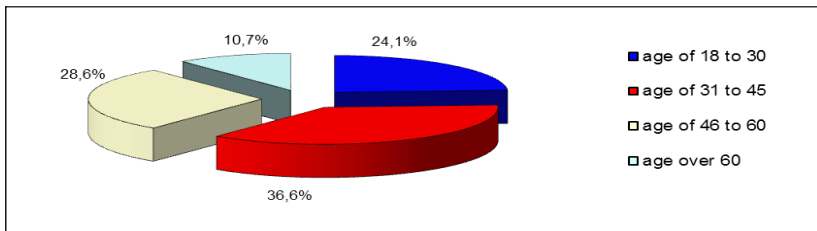
Chart 1: Age composition of employees of museums under study
Source: Own processing

The graphical illustration of age composition of employees shows that museums under study employ primarily young people to age of 30 (24,1 %), but also the middle generation (36,6 %). The following facts result from the research results:
- • The sample did not prove the general opinion in society that from the perspective of profession museums are interesting only for people in preretirement and retirement age. This category made only 10,7 % of asked employees.
- • Museums give a chance to employ also fresh graduates (young people in the age of 18 – 30), who nowadays have a problem to find a job after finishing their studies as in a recruitment process the majority of companies and firms requires practice in a given field.
- • If we sum up the percentage results of two age categories with the highest percentage cover (people in the age of 18 to 30 – 24,1 % and the ones in the age of 31 to 45 – 36,6 %), thus in the museums under research there is more than sixty percent potential for further education of employees. Even specialists from the field of pedagogy and psychology state that „*an individual in the*

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8   RAABOVÁ, T.: Potenciál kultury pro rozvoj cestovního ruchu. In ŽÁKOVÁ, E. (ed.): *Kulturní a kreativní průmysly v České republice*. Praha : Institut umění – Divadelní ústav, 2011, p. 13.

phase of young adulthood (from 20 – 40 years of age) is able to manage some development tasks, profession role and has a need for new competences."[9]

• Because also age influences the selection of communication tools, thus in the museums under research there is an assumption of use of digital media in communication with visitors. It is preferably caused by the fact that modern communication techniques are mostly the domain of younger as well as the middle generation making almost two thirds of employees in the individual museums (60,7 %).

c) education:

As the evaluated data revealed, mainly people with university education work in individual museums (78,5 %). In particular, it is caused by the fact that marketing activities in individual museums are realized by either culture and promotion managers or curators, occasionally custodians or archivists. These positions are nowadays filled only by people with university education. The secondary education with leaving examination (15,2 %) or without leaving examination (5,4 %) in the museums is typical for lecturers – guides or documentators. Within the education level, in one case also elementary education appeared (0,9 %). We were interested in what the position of such person in a museum is. After detailed „investigation" we found out that in one museum marketing activities are realized by a gate-keeper.

d) studied field:

• the last information adds data about characteristic features of respondents from the perspective of concrete type of education specialisation.
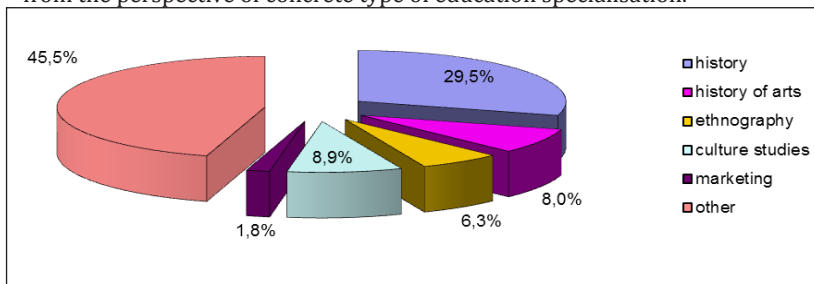
Chart 2: Education achieved in field
Source: Own processing

The question no. 4 covering studied field of respondents brought interesting results and at the same time it pointed to the real problem in marketing field of individual museums. Specifically 45,5 % of respondents choose the „other" alternative in this question. Among the most often answers of this category the following fields were mentioned: archaeology, philosophy and pedagogy. The second most chosen from other offered alternatives was history (29,5 %), then

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9   VÁGNEROVÁ, M.: *Vývojová psychologie II.: Dospělost a stáří*. Praha : Karolinum, 2008, p. 9.

history of arts (8 %), ethnography (6,3 %), culture studies (8,9 %) and marketing filled the last stage (1,8 %). Therefore it can be concluded that education of employees in museums in great extent does not respond to their positions. It is mostly of culture-humanitarian scope which can cause the absence of marketing knowledge and skills, e.g. in communication with visitors.

e) realization of individual communication techniques of museums in practice:

In case of some museums, non-defined conception of communication activities is a distinctive barrier. We were interested in what individual techniques of marketing communication are applied to in museum practice and which of them play crucial role in communication with visitors – whether these are digital media or traditional communication channels. Also the fifth question of our research was lead this way. In the matrix of four alternatives: *in each event – in difficult events (festivals, concerts) – in seasonal events (night tours, exhibitions) – we do not use* – respondents could choose from nineteen communication techniques: 1) posters, 2) leaflets, 3) paid advertisement in the press, 4) advertisement in TV, 5) advertisement in the radio, 6) online banners, 7) outdoor eye catchers, 8) web sites, 9) news releases, 10) press conferences, 11) competitions for tickets winning, 12) direct mailing, 13) blog articles, 14) audiovisual videos, 15) Facebook, 16) Twitter, 17) Google +, 18) SMS messages, 19) advertisement in travelling means. The following evaluated data can be presented and interpreted as a statement of communication dynamics of individual Slovak museums under study.

Table 2: Media with the highest usage frequency

Number	In each event	In difficult events	In seasonal events
1.	Web sites	Online banners	Audiovisual videos
2.	News releases	Advertisement in the radio	Posters
3.	Facebook	Paid advertisement in the press	Competitions for tickets winning
4.	Posters	Blog articles	Leaflets
5.	Twitter	Advertisement in TV	Facebook
6.	Direct mailing	Leaflets	Outdoor eye catchers
7.	Google +	Outdoor eye catchers	Direct mailing

Source: Own processing

It can be concluded that museums try to communicate with visitors not only by the help of digital media, but also by classical communication techniques. However, internet sites clearly play the primary role (100 %) – individual museums´ own web seats or web of their founders where each museum has either its own section or at least some defined space for basic information. The second highest number in the table data was gained by audiovisual videos (87 %) and the third stage was filled by news releases with 68 %. Except the usage intensity of communication techniques the results brought also knowledge about communication harmony in the museums under study. It was gained because sites try to attract visitors mostly by integrated marketing communication, in other words, by the help

of digital media and four classical variables – advertisement, public relations, sales support and direct marketing. However, personal sale is absent. It was not included in offered alternatives of the questionnaire.

Table 3: Media with the lowest usage frequency

1. SMS messages	2. Press conferences	3. Advertisement in travelling means	
4. Blog articles	5. Google +	6. Competitions for tickets winning	7. Twitter

Source: Own processing

The achieved data showed that the most „neglected" media in museums, in the first and the third case, are such communication techniques which, for realization of marketing communication, require also increased budged finances in culture institutions. It mostly concerns advertisement in travelling means. Sending of SMS messages is not so much financially demanding. However, blog articles, Google +, Twitter are for free, therefore, it will be appropriate to intensify their usage. In such media, there is also a high assumption of visitors attracting. Competition for tickets winning can be considers a great tool as well. As museums provide their own products, the realization of competition for event or exhibition tickets winning, for example on social sites does not require any additional finances. Via such alternative, sites can only benefit, for example supporting of level of brand awareness.

f) the term of marketing communication effectiveness:
In an open question we asked our respondents: „*what do you imagine under the term marketing communication effectiveness?*" The most often answer to this question was *I do not know* or *I do not know how to consider it*. This very simple alternative was mentioned by more than three thirds of respondents, precisely 78,6 %. There can be two reasons for such stance: either the respondents were really not able to answer the question, or they were not willing to go deep in the meaning of the word *effectiveness*. The other 21,4 % of respondents at least tried to write some meaningful answers, out of which we profiled four most often presented options based on common catchwords:
• successful usage of individual tools of marketing communication which result directly in visitors rate;
• positive or negative communication effect influencing awareness of visitors (real and potential) about museum brand,
• compact compilation of factors with impact on target groups and admission earnings,
• qualitative approach to making of marketing strategy resulting in optimization of expanses spent on communication.

After summing up of all collected reactions it can be concluded that almost 100 % of museum employees responsible for marketing and promotion field does not know to express the meaning of marketing communication effectiveness because

78,6 % of respondents absolutely did not know how to explain this term and the majority of concrete answers (21,4 %) were wrong.

g) monitoring of digital and traditional media effectiveness:

In the seventh question we were interested in whether responsible employees in museums under research monitor digital and traditional media effectiveness. The results were very surprising as one third of museum employees under study (37,5 %) monitor digital and traditional media effectiveness. The other 62,5 % of employees respond negatively to this question.

h) usage of effectiveness measuring method in museums:

In the previous question 42 museum employees stated that they monitor marketing communication effectiveness. We were interested in what methods they use. A part of it was also a designed open question: „*If you say YES to the previous question, state the method of marketing communication tools effectiveness measurement.*" The evaluation of reactions was very simple because three types of answers repeated cyclically. The most often mentioned method was the method of questionnaire research which was applied to practice by 47,6 % of employees. Another chosen alternative of monitoring of marketing communication effectiveness was comparison of visitors rate in classification of few past years which is used by 38,1 % of respondents. An interesting approach to communication effects measurement is the method of look – see which was mentioned by 14,3 % of respondents. If we count the percentage results of the last two mentioned ways, the given result is 52,4 %. We can conclude that more than 50 % of museum employees responsible for the field of promotion and marketing do not know appropriate methods of marketing communication effectiveness measurement. It is mostly because the used methods: comparison of visitors rate in classification of few past years and look – see are not ultimately the proper approaches to marketing communication effectiveness measurement. Also the method of questionnaire research is questionable as in such form results of measurement are many times inaccurate.

i) reason for not monitoring the effectiveness:

Those 70 respondents, who, in the seventh question, stated that they do not monitor marketing communication effectiveness measurement passed to question number nine where we asked about reasons for not evaluating communication activities. Asked individuals could choose from maximum of four types of issues and they could name the fifth via the alternative – other. Their answers structure is as follows:

Table 4: Reasons for not evaluating of communication activities effectiveness

Answer	Number	Ratio
Lack of information about the term marketing communication effectiveness	40	57,1 %
Absent methodology	2	2,9 %
Missing understandable model	3	4,3 %
Lack of time in work activities	18	25,7 %
Other	7	10 %

Source: Own processing

The most often mentioned reason of not monitoring of individual tools of marketing communication effectiveness is lack of information about this term. Such obstacle was named by 57,1 % of respondents. More than one quarter of answers (25,7 %) concerns about lack of time in work activities. Such reason can be connected with cumulation of positions in museum. Absent methodology and missing understandable model were named as problems covering almost three per cent and more than four per cent of answers. In the open category – „Other" respondents mentioned information useless for research, more or less, they wanted to specify some of the previous statements. One answer was presented in negative marketing spirit, the employee stated that they do not evaluate marketing communication effectiveness because marketing is not any contribution for their museum.

Conclusion

The realized research provided answers to three types of set fields: structure of employees, communication dynamics and marketing communication effectiveness in museums regarding digital and traditional media. The first questions of the questionnaire, so called identification signs, brought knowledge about profile of a typical employee responsible for the field of promotion and marketing of museums. An employee can be characterised as: a woman in age of 31 to 60 with university education, however, without marketing qualification. The most essential results of the research were concerned to communication dynamics of museums, the term marketing communication effectiveness, mapping of contemporary state of its measurement in sites including identification of barrier of recognized systems. After their evaluation, the following conclusions can be stated. In communication with visitors, museums use combination of classical tools of marketing communication with digital media in an appropriate way. However, to increase visitors rate, they should intensify the intensity of usage of some communication techniques. The word effectiveness of marketing communication, until now, is a „scare crow" and absolute unknown quantity for museums employees responsible for the field of promotion and marketing as more than three quarters of asked do not absolutely know to explain its meaning. Monitoring of digital and traditional media effectiveness in sites is in catastrophic condition because nearly two thirds of marketing employees do not realize this

particular activity. The main cause of neglecting of such index monitoring is the reality that individual employees do not have enough information about this term. At the same time, they do not absolutely know appropriate methods of marketing communication effectiveness measurement and here lies the main problem – almost none knowledge of individual employees about marketing specialisation. If we point our attention to all issues achieved by the research, we can conclude that in museums on the marketing positions educational amateurism prevails. In other words, it reflects professional disability of museum employees to use digital media, to measure their effectiveness and to attract visitors in a more effective way. Such state results from the fact that, regarding personal constitution, many times employees are not selected according to specialised competences, but mostly personal interests of museum lead are enforced especially employing their own family members and acquaintances (proved by many years of work in a museum). Therefore, museum disposes of inadequate base of qualified specialists in the field of marketing and communication activities. Such reality is subsequently reflected to absence of data about appropriate and inappropriate deployment of individual tools of marketing communication and campaigns aiming. In the final end we state that in museums education competences are key indicators in effectiveness measurement of individual tools of marketing communication, thus digital media as well.

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DEVELOPMENT OF CREATIVE THINKING IN MEDIA EDUCATION IN THE CONTEXT OF DIGITAL MEDIA

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Abstract
The authors of the paper deal with the interdisciplinary nature of the theoretical bases of creativity (or more precisely creativity and creative thinking) with the specialization in media education teaching. They focus on the specificities of teaching process regarding the development of creativity (mainly in teaching media education) and suitable teaching methods for the application of creative thinking into media education teaching. The authors rely mainly to digital media and try to characterize their position in teaching process focused on creativity development. The research part deals with the creativity level of a selected sample of students from five universities in Slovakia. The authors strive to identify the differences in the level of figurative creative thinking of students of various types of schools.

Key words:
Creative thinking. Creativity. Digital media. Media education. Urban's figural test of creative thinking.

1 Speaking interdisciplinary on terminological bases of creativity

The issue of creativity overlaps with several branches (besides pedagogy it is creativity in human resources management, staff management and in various technical branches). In combination with a number of theoretical approaches it has caused ambiguity in defining the term. To illustrate that we can mention the fact that during the last decade of the 20th century more than 1000 books dealing with the topic of creativity from various perspectives[1] were published annually. One of the causes of ambiguity in creativity definition is the popularity of the term and its expansion among laymen who use the term ambiguously, imprecisely and connected to diverse approaches resulting in formation of numerous imprecise and misleading definitions and perspectives on creativity. It is positive to see that today there is effort to find a system in organizing the definitions of creativity and unify professional terminology. The majority of authors dealing with creativity agree with the statement that every person is creative to certain extent. The differences among individuals can be seen in quality of creative abilities. In the 50´s and 60´s of the last century the dominant opinion was that only mentally healthy person can be creative. Fülöpová (2006) defines the basic elements of a personality's creativity as "the ability to find problems, synthesize previous arrangement of components into new relations, understand a problem in another, new way, discover new relations and

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1   ZELINA, M., ZELINOVÁ, M.: *Rozvoj tvorivosti detí a mládeže*. Bratislava : Slovenské pedagogické nakladateľstvo, 1990, p. 36.

produce new, untraditional views on situations."[2] Dacey a Lennon (200)[3], who summarized the knowledge of Amabile (1996),[4] (1983)[5] and Eysenck (1993)[6], place tolerance to ambiguity first among personality traits – creative individuals look for situations that do not have only one but multiple solutions, i.e. they have several interpretations[7]. From other personality traits stimulation freedom is important – a creative individual avoids traditional solutions of tasks, breaks the limits and looks for new perspectives on existing problem. Functional freedom fills the expanding space originating through stimulation freedom. When facing solutions of problems which seem to be unsuitable, a creative person can leave these solutions behind and find new ones, i.e. he does not insist on one solution only, he presents alternatives. A creative man is aware of this fact – nothing ventured, nothing gained. There is no success without the will to risk. Chaos often emerges with solutions of problems. It allows creative people to restore the order and create structure. It is the process of solving problems which is the biggest reward to creative people, not the desire for successful acceptance of their thoughts and solutions. Dacey and Lennon rank courage to the last of personality traits that every single creative individual must have.

There are several other traits of creative personality listed by the above mentioned authors. They include perceptiveness to problems, tendency to emotional disorders, stronger self-control, convergent and divergent thinking (and flexibility in its use), higher IQ average (mostly not on the genius level limit), open attitude to experience, responsibility, love to children, independence, questioning status quo, ideological and mental independence, confidence in one's own stimuli and emotions, self-management, willingness to cooperate with other people, optimism, inventiveness and originality. The creativity of an individual is conditioned by collective influence of various factors. Janíček divides them as follows:

• Biological factors of creativity – several authors claim that a complementary cooperation between brain hemispheres is a necessary condition of creativity. It has been proved that individuals who have suffered an interruption of connection between right and left brain hemisphere due to e.g. traumatic accident showed changes in creative activities. Other conditions of creativity

2   JANÍČEK, P.: *Systémové pojetí vybraných oborů pro techniky: Hledání souvislostí*. Praha: Akademické nakladatelství CERM, 2007, p. 788.
3   DACEY, J., LENNON, K.: *Understanding Creativity: The Interplay of Biological, Psychological and Social Factors*. Buffalo, NY : Creative Education Foundation, 2000, p. 23.
4   AMABILE, T.: *Creativity in Context: Update to the Social Psychology of Creativity*. Boulder, Colorado : Westview Press, 1996, p. 36.
5   AMABILE, T.: The social psychology of creativity. A componental conceptualization. In *Journal of Personality and Social Psychology*, 1983, Vol. 45, No. 2, p. 362.
6   EYSENCK, H. J.: Creativity and personality: Suggestions for a theory. In *Psychological Inquiry*, 1993, Vol. 4, No. 3, p. 152.
7   CARTER, P., RUSSELL, K.: *Tréning paměti a kreativity 2*. Praha : Computer Press, 2004, p. 178.

are: existence of complex processes in cerebral cortex, proper functioning of all systems necessary to acquire information or proper functioning of cerebral structures responsible for memory.

- Personality – cognitive factors of creativity – these factors may be understood as individual's abilities such as the ability to be creative as well as factors characterizing creative individuals. The author includes factors such as problem sensitivity, the ability to decompose problem, importance, the ability to solve various problems in individual branches, the ability to participate in solving problem situations, the ability of an independent judgement, the ability to understand ambiguity, experiment with uncertain situations, flexibility, verbal and expressional promptness, figural and functional flexibility, satisfaction postponement, open attitude to experience, tolerance to ambiguity, regression ability, adaptability, courage, originality, chaos preference, model art, "possess" traits such as enthusiasm, unconventionality, perceptiveness, generosity or improvisation, be the performer of creative activities such as selectivity, clear arrangement, analysis, reproduction, verification or categorization.

- Social factors of creativity – the author lists also the level of parents' creativity, the style of education in family, positive attitude of individuals to education, creative working environment, methods of remuneration at work, socio-political atmosphere, affectionateness, etc.[8]

The research in the impacts of environment on creativity was up to the 50's considerably neglected which caused the unawareness of several factors of environment, mostly those which were beneficial to creativity. Nowadays it is obvious that the quality of environment significantly participates in formative development of creativity. However, we can still find statements claiming that the research in creativity is more focused on the study of cognitive components of creative skills and consistent study of environment is not in the spotlight. This fact reasons the disunity in opinions on the effects of environment regarding creativity. It applies both to the share of genetic factors and factors of environment. The authors dealing with creativity and the impact of environment are e.g.: Fasko[9], De Bono[10], Czikszentmihalya,[11] Torrance[12]. Their results confirm that on the contrary to the past when environment was not considered a deciding factor of creative performance, today the impact of environment on creative activity is provably dominant.

8   JANÍČEK, P.: *Systémové pojetí vybraných oborů pro techniky: Hledání souvislostí.* Praha : Akademické nakladatelství CERM, 2007, p. 501.

9   FASKO, D.: Education and Creativity. In *Creativity Research Journal*, 2000-2001, Vol. 13, No. 3-4, p. 319.

10   De BONO, E.: *Serious Creativity*. London : HarperCollins Publishers, 1992, p. 54.

11   CSIKSZENTMIHALYI, M.: *Creativity. Flow and the psychology of discovery and invention.* New York : HarperCollins Publishers, 1996, p. 83.

12   TORRANCE, E. P.: *Why fly: A Philosophy of Creativity (Creativity Research)*. Santa Barbara, CA : Praeger, 1995, p. 102.

2 Development of creative thinking in media education in the context of digital media

The use of digital media is an individual component of creativity development in the context of media education. With the development of technologies the society almost naturally expects the acquisition of the skill to master these technologies. However, the support of the development of such skills in informal education is not that obvious. Several authors deal with the issue of theoretical definitions of digital technologies in education e.g.: Brion,[13] Marsh,[14] Resnick,[15] Jonassen[16], Vrabec[17] and others. The introduction of this part must define the relation between these terms: information and communications technologies (ICT) and digital technologies (DT). ICT represent mainly means and procedures related to information and communication. The use of DT in teaching emphasizes independence, own production, research, discovering. From this point of view we can describe ICT as more static and DT as more dynamic. Kalaš explains it: "ICT – also in the context of education – can be seen from two perspectives, as if they flew on two wings: one being technologies as information medium and the other one technology as construction medium. As S. Papert[18] points out, even education has two wings – information (acquiring information and skills) and construction (discovering and constructing knowledge). Although both wing are equally important, construction side is sometimes underrated. Therefore more and more authors in the area of education use the term digital technologies instead of ICT to emphasize the need for balance between information and construction aspect of their integration into education."[19]

Besides computers digital technologies used in education include also other devices – game consoles, voting devices, programmable toys, building sets, recorders and players, touch screens, interactive boards, educational software, etc. Technical amenities are constantly developing. It is popular to discuss about

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13 BYRON, T.: *Safer Children in a Digital World. The Report of the Byron Review.* Sherwood Park : Department for Children, Schools and Families Publications, 2008, p. 69.
14 MARSH, J. et al.: *Popular Culture, New Media and Digital Literacy in Early Childhood*. London : Rutledge, 2004, p. 22.
15 RESNICK, M.: Computer as Paintbrush : Technology, Play, and the Creative Society. In SINGER, D., GOLIKOFF, R. (eds.): *Play = Learning: How play motivates and enhances children's cognitive and social-emotional growth*. New York : Oxford University Press, 2006, p. 194. [online]. [2015-08-20]. Available at: <web.media.mit.edu/~mres/papers/ playlearn-handout.pdf>.
16 JONASSEN, D.: *Handbook of Research for Educational Communications and Technology*. Mahwah, N. J. : Lawrence Erlbaum Associates, 2004, p. 31.
17 VRABEC, N.: Digitálni domorodci na Slovensku: komunikácia a nová identita mládeže v on-line prostredí. In *Communication Today*, 2010, Vol. 1, No. 1, p. 84.
18 PAPERT, S.: *The Connected Family. Bridging the Digital Generation Gap*. Atlanta : Longstreet Press, 1996, p. 75.
19 KALAŠ, I.: *Spoznávame potenciál digitálnych technológií v predprimárnom vzdelávaní*. Bratislava : Ústav informácií a prognóz školstva, 2011, p. 15.

the way how schools should provide equal conditions for pupils who do not have the possibility to use smartphones in education. Bring your own device-technology approach is preferred, i.e. it is cheaper for schools to provide devices only for students who do not have them. We can mention also potential use of social media which have been up to know used to create professional communities or study groups. However, teachers do not have sufficient knowledge how to use social networks more effectively in education. Better use could be in the future found also for digital badges which have up to now been dominant in informal and online education. Tablets, various applications and educational software also get into education.

2.1 From behaviourism through cognitivism to connectivism – position of digital technologies in education

Despite fast development of technologies in education we can state that the use of technologies has been shaping, developing and changing for several decades. B. Brdička[20] notices gradual transition from behaviourism to cognitive orientation of pedagogy in general and this trend has been demonstrated also in the use of digital technologies. First computer applications for teaching used cognitive methods, pupils were instructed by a computer."It became obvious that cognitivism did not allow us to meet all teaching goals. Nowadays we try to apply the principles of constructivism to the utmost (authors' remark: management of teaching process is the pupil' competence). The latest trend regarding the massive influx of information and communication technologies is a new term – connectivism. To simplify it, it denotes the fact that all of us are in permanent connection to information and other people. Basically anything what happens within the teaching process is understood in the context of an existing network including knowledge and abilities of every pupil (and teacher)."[21]

As far as creativity is concerned, the use of digital technologies in teaching has its positives and negatives. They represent attractive and motivational environment for learning, respect individual pace of a pupil, offer objective diagnose of a pupil, instant feedback and they individualize teaching, support pupils in independence, etc. To mention negatives we add the risk of health problems, lower socialization, poorer verbal competencies and the threat of formalism. The opponents of digital media used in teaching question the individualization of teaching which is commonly used as the advantage. They believe a pupil working with a computer or educational software is limited by the potential of computer and his creativity or memory learning is not developed. Other negatives relate to non-existing definite connection between the use of digital technologies and their position in curriculum, e.g. open education sources (OES) represent potential how to dynamize teaching and make teacher's work easier. However, searching

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20 BRDIČKA, B. et al.: *Informační a komunikační technologie ve škole.* Praha : Výzkumný ústav pedagogický, 2010, p. 12.

21 Ibidem.

for them is difficult and their connection to curriculum is also a problem. The initiative in this area is left up to the teachers who have to find space for the application of such aids into teaching. Stir about the systems of teaching management quietened. They turned out to be complicated and teachers cannot use them efficiently. Game-based-learning is also criticised mainly regarding the connection to curriculum, methodology and implementation which is mostly only on the level of transforming traditional working sheets into electronic version. Innovation in the area of digital technologies is also the term mobile learning (m-learning), i.e. learning with the use of mobile applications. It applies to any form of teaching with the use of mobile phones or mobile applications. Neumajer, Rohlíková a Zounek[22] made a list of situations and factors which might be positively influenced by digital technologies or as in this case by mobile applications: learning personalization, higher engagement of students, broader and higher participation of students, assessment and feedback, students' satisfaction, higher digital literacy, teaching efficiency, changes or redefinition of curriculum, costs reduction, support of employment.

Even though we often hear criticism of the negatives of digital technologies in teaching, we cannot avoid the fact that the ability to master and use them is already now one of the keystones of success on the labour market. The ability to use technologies represents an important component in the preparation of a pupil can help him to become successful in modern world. Technologies have a stable position in society and their influence upon society, man or a child cannot be eliminated. Thus besides technical mastering it is important to teach children how to eliminate the negative impact of technologies and use their positives in real life. In a simplified way, approach technologies critically, make own opinion and be aware of positives and negatives. "21st century has shown and is even more urgent in calling attention to the conflict between qualities developed with children at school and the needs declared by the society."[23] Regarding the use of digital technologies some authors point out four most important areas of children and youth development in teaching.[24]

• Communication and collaboration – developed e.g. by collaborative problem solving, drawing, video recording or constructing, work with pictorial applications and experimenting with programmable toys.
• Creativity – creativity of children depends on building the schemes repertoire and the ability to use and try these schemes spontaneously in new contexts (e.g. well-designed software environment that supports a child in demonstrating

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22 NEUMAJER, O., ROHLÍKOVÁ, L., ZOUNEK, J.: *Učíme se s tabletem: Využití mobilních technologií ve vzdělávání.* Praha : Wolters Kluwer, a. s., 2015, p. 22.

23 KALAŠ, I.: Škola ako príležitosť. In *Učitel v informační síti. Conference Proceedings.* Praha : Výzkumný ústav pedagogický, 2010, p. 11. [online]. [2015-08-15]. Available at: <http://rvp.cz/informace/wp-content/uploads/2009/09/U%C4%8Ditel-v-informa%C4%8Dn%C3%AD-s%C3%ADti.pdf.pdf>.

24 SIRAJ-BLATCHFORD, I., SIRAJ-BLATCHFORD, J.: *More than computers – information and communication technology in the early years.* London : British Association for Early Childhood Education (Early Education), 2003, p. 18.

various reactions). Applications supporting creativity should stimulate the child to try several options. In case of a failure, the child should be stimulated to find other solutions and options. It is important to encourage children to think, be creative, deduce and consider the consequences of several options. The potential of digital applications is among other things evident in possibilities to support open (divergent) decision making and problem solving. Positive effect can be achieved by using an entertaining and creative way of finding various methods how to solve a problem or implement something. Children realize they are free to choose and learn to see a problem from different perspectives.

- Socio-dramatic play – provides probably unlimited possibilities to integrate digital technologies into teaching (experiments with using suitable software and touch screens – children played as if in travel agencies, offices or shopping centres). The potential as extraordinary. This area faces several problems which do not allow it to use its potential to the full extent. Problem is not only the lack of digital teaching aids but also their quality. When developing such digital teaching aids the emphasis is put on technical aspects only. The content or methods are qualitatively falling behind.
- Development of learning skills – again related to the quality of digital applications and technologies. If well-designed, they can support metacognitively.

2.2 New digital gap in relation between children and youth to digital media

There has been a progress in the relation between children and youth and digital technologies. Computer and the Internet have become tools mainly for spending their free time. Buckingham calls it a new digital gap[25] – gap between school experience with digital technologies and experience of young people with these technologies outside school. In school environment children and young people come into contact with digital technologies mostly on the level of simple mastering of basic use of these technologies, they learn how to work with various programs, use the Internet for learning purposes, etc. However, their experience with digital technologies outside school is much more creative, active and informal. As a result, they believe the knowledge about technologies gained at school is conservative, neither applicable in practice nor interesting. The most efficient use of digital media which supports also their creativity seems to be the combination of creative production of own media products and critical reflection. After all, this approach is nowadays seen as the best way of media education teaching. However, it is still questionable whether school curricula have possibilities to use such way of teaching in practice, whether they are flexible enough to adapt to modern challenges of digital media. Another ring in this chain is the teacher who has to react operatively to technological development, study continuously and move with the times if he wants to work efficiently with digital media in teaching. Teachers are often frustrated as they do not feel educated enough in the area of digital technologies. They often see their pupils

25 BUCKINHGAM, D.: Media education goes digital. In *Learning, Media and Technology*, 2007, Vol. 32, No. 2, p. 112.

and students as more educated and better informed in this issue. Is it really like that? Does the ability of children and youth to master digital technologies declare their readiness to live with them? If we want to use computers, online games, interactive television, mobile phones, Internet or tablet in teaching, first we have to teach our pupils to understand these media, how to work with them and assess them critically. "With critical thinking a man acquires not only the ability of more efficient learning; it will be reflected also in his productive life. This way of thinking allows us to see the world in real not media reality. A man who is able to think critically has more freedom and more possibilities to find employment in practical life."[26] When developing creativity by using digital media we come again to the first ring in the chain – media education. Media literacy of adult population and their digital skills require special attention. They often cannot keep up with the skills of children and youth.[27] This fact weakens the ability of adults to shape children actively in family environment (related to critical thinking).

3 Research in creativity level

3.1 Methodology and procedure

The research part relates to the article published in the international conference proceedings Megatrends and Media 2013.[28] The research is primarily focused on the level of creative thinking among students of the study programme applied media studies implemented by the Faculty of Mass Media Communication at the University of SS. Cyril and Methodius in Trnava within the study branch mass media studies. Our goal was to identify the level of creativity among students who have passed a practical course aimed at the development of creativity as part of media education during their studies. Also students from other study branches and universities participated in the research. To explain it, our secondary goal was to identify whether the sample of university students shows connection between the level of creative thinking and study branch, programme and courses. We have compared the results and tried to evaluate and compare the level of creativity in individual groups of students. The research sample consisted of 119 students from various universities. These branches of study were involved: Comenius University in Bratislava (CU), Faculty of Natural Sciences, Department of Cartography, Geoinformatics and Remote Sensing; Constantine the Philosopher University in Nitra (CFU), Faculty of Philosophy, Department of Culturology; Trnava University in Trnava (TU), Faculty of Education, Department of Slovak

26 PETRANOVÁ, D.: Does Media Education At Schools Develop Students´ Critical Competences? In *Communication Today*, 2011, Vol. 2, No. 1, p. 68.

27 PETRANOVÁ, D.: Media Education in Life of Senior Population. In *European Journal of Science and Theology*, 2013, Vol. 6, No. 2, p. 20.

28 MORAVČÍKOVÁ, M.: Stratégie rozvoja tvorivého myslenia ako metóda vyučovania mediálnej výchovy. In PETRANOVÁ, D., MAGÁL, S. (eds.): *Megatrendy a médiá 2013 – Dotyk zla: Mediálna výchova a výchova médií. Conference Proceedings.* Trnava : FMK UCM v Trnave, 2013, p. 140.

language and literature; Slovak University of Technology in Bratislava (SUT), Faculty of Civil Engineering, Department of Theoretical Geodesy; University of SS. Cyril and Methodius in Trnava (UCM), Faculty of Mass Media Communication, Department of Media Education.

The sample included students from technical schools who attend courses focused only on technical disciplines, with the study focus on pedagogical disciplines, students dealing with mass media communication and art. As far as methodology is concerned, we chose Urban's figural test of creative thinking[29] that is quiet simple and does not require any specific knowledge or skills. The test is relatively short and no complicated instructions are required. Urban's figural test consists of two test sheets differing by 180° reversal of the drawing production. Each test has graphic fragments placed in various positions. The test evaluates how respondents use these fragments in a drawing. The task for respondents is to complete the outlined drawings in 30 minutes. The test is evaluated according to a manual. In evaluation we have used 14 categories proposed by test authors. The test is point scored in individual categories ranging 0 – 6 pts. or 0 – 3 pts., i.e. 0 points is very low creativity and 6 is high creativity. Maximum score is 72. Our hypotheses are:
1. We suppose the university students who have completed targeted stimulation of creative thinking will have better results in Urban's figural test of creative thinking than university students from other schools who did not complete the course.
2. We suppose the students of technical disciplines will achieve worse results in Urban's figural test of creative thinking than students of the humanities.

3.2 Results and discussion

Majority of students at all universities have used each of six graphic fragments presented in the test. However, respondents achieved worse results in drawing new fragments and in graphic combination of fragments. By a considerable margin fewer students have drawn a complex fragment with all drawn fragments interconnected and creating a compact image. The students of technical branches (CU, SUT) thought in a more complex way and produced more often drawings with individual fragments mutually connected. This feature was even more visible in the criterion 5 in which respondents from technical branches used the option to connect individual fragments more frequently than students of the humanities (UCM, UCF, TU). On the other hand, the humanities students included fragment "u", which was depicted outside the drawing field, more frequently into their drawings (almost by half more frequently than students of technical branches). Three-dimensional portrayal of a drawing was monitored in the category of using a perspective. Students from the TU, UCF and UCM almost absolutely did not use three-dimensional drawings and perspective. On the other hand, the

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29   URBAN, K. K. et al.: *Urbanov figurálny test tvorivého myslenia (TSD-Z)*. Bratislava : Psychodiagnostika, 2002, p. 21.

students from the SUT and CU achieved 0.96 (CU) and (0.71) pts. on average, i.e. much more when compared to respondents from the humanities (UCM and CFU – 0.1 pt. and TU – 0.5 pt). Respondents manipulated with the test sheet mostly conventionally and they also conventionally used the signs and symbols. They rarely used abstract and surrealistic motives (these were more frequently used by the humanities students). As expected, students from the Faculty of Mass Media Communication UCM who passed the course on training of critical and creative thinking achieved the best results. They were followed by the students of Trnava University (Department of Slovak language and literature), Comenius University (Department of Cartography, Geoinformatics and Remote Sensing), Constantine the Philosopher University in Nitra (Department of Culturology) and students of the Slovak University of Technology (Department of Theoretical Geodesy). Partial results of individual groups brought even more significant deviations. Despite very small differences in total results the detailed analysis revealed more significant differences in the constancy of individuals' results. Even though more students of technical branches achieved higher score (often above-standard results), the total score of their groups is smaller. Besides students with higher score, their groups included students who achieved the lowest (below-average) score. Thus, the results of technical branches are less balanced. The results of the humanities students are more balanced and constant. The comparison of test A and B results (Table 1: Result average of students – Urban's figural test B and comparison) has shown that the respondents from humanistic schools had bigger differences between test A and test B and majority of students achieved fewer points in test B. Among students of technical branches the differences between both tests were minimal (in case of CU only 1.6 point). Moreover, these students achieved higher score in test B more frequently.

Table 1: Result average of students – Urban's figural test B and comparison

Category	SUT	CU	TU	CFU	UCM
1) use of each fragment	4,3	5,16	5,12	5,1	5
2) completion of each fragment	4,3	5,16	5,12	5,1	5
3) new fragments	0,38	1,56	1	1,4	1,05
4) graphic connection	0,38	1,96	1,9	1,4	1,4
5) thematic connection	1,1	3,64	2,3	1,9	2,05
6) „u" completion	0	1,24	0,6	2,9	2,7
7) completion of drawing outside the drawing field	0	0,28	0,1	0,3	0,1
8) use of perspective...	0,71	0,76	0,3	0,1	0,35
9) humour/emotionality/affectivity...	0,33	1,36	0,3	1,2	1,6
10) unconventionality in manipulation	0	0,16	0,2	0,1	0,05
11) use of surrealistic topic	0	0,36	0	0,4	0,7
12) unconventional use of signs	0	0,16	0,14	0,1	0,8
13) unconventionality in drawing completion	1,42	1,72	3,1	1,2	2,2
14) time factor	5,71	6	6	6	5,7
Total average. Score B	**18,63**	**29,52**	**26,18**	**27,2**	**28,7**
Total average. Score A	**23,42**	**29,68**	**29,68**	**26,3**	**30,5**

Source: Own processing

When evaluating tests we used also the qualitative analysis of acquired data due to the specificity of researched quantities. In included the evaluation of originality, variability and interesting responses. However, we will not analyse this part of research in our paper. The first hypothesis was confirmed by the survey results. The university students who completed three-month targeted stimulation of creative thinking in the course of critical and creative training within the study programme applied media studies at the Faculty of Mass Media Communication UCM, achieved better results in Urban's figural test of creative thinking (their creative thinking is on higher level) than university students from other universities who did not complete such course. However, students of technical disciplines did not reach in Urban's figural test of creative thinking worse results than students of humanistic disciplines. Thus, the second hypothesis cannot be definitely confirmed even though the students of the SUT achieved the worst results among all groups. The CU students ended up third. Moreover, the differences among individual groups were not significant. It is important to point out that individual's creativity is a unique phenomenon and impact of various factors is very individual. The interpretation of results must consider certain level of subjectivity in test evaluation.

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MEDIA IMPACT ON CRISIS COMMUNICATIONS

Marcela Papalová

Abstract
Crises become an unavoidable part of organizational lives. All responses of organizations are highlighted during the crisis. The organizational behavior during the crisis shows that the company is perceived by the public. Crisis communication is very fast accelerating due to media. The time is significantly reduced for an adequate response. The aim of the article is to briefly introduce the basic of crisis communications and its possibilities, media impact and effects on crisis communication. It will be given the general course of the crisis and the corresponding types of crisis communications. The case study illustrates the crises development and defines the crisis communication process. The procedure of crisis situation shows the characteristics of each phase. It will be evaluated utilized types of crisis communication. From the description, it will be obvious examples of suitable or unsuitable solutions to crisis situation.

Key words:
Crisis communication. Media. Pressure groups. RegioJet. Stakeholders. Type of crisis communications.

1 Introduction

No organization is immune to crisis situations, regardless of size, success or power. On the contrary – all organizations are under constant threat of crisis. Crises have become an unavoidable part of organizational lives. All responses of organizations are highlighted during the crisis. Organizational behavior during the crisis is strongly perceived by the public.[1] Crisis communication has become an inevitable part of crisis management. The crisis communication is reflected in two areas: communication and crisis, or rather the area of communication and crisis management. Disruption of the equilibrium position is reflected in the corporate communication. Crisis communication determines whether a crisis event becomes even more serious than it is. Every situation requires specific types of communication responses.[2] Corporate communication aimed at his audience – to stakeholders. Good communication in a crisis situation can support or even improve the public image of the organization as numerous studies suggest.[3],[4]

1 COOMBS, W. T.: *Ongoing crisis communication: planning, managing, and responding.* Los Angeles : SAGE, 2007, p. 12.
2 LERBINGER, O.: *The crisis manager facing disasters, conflicts, and failures.* New York : Routledge, 2012, p. 198.
3 COOMBS, W. T., HOLLADAY, S. J.: Communication and Attributions in a Crisis: An Experimental Study in Crisis Communication. In *Journal of Public Relations Research*, 1996, Vol. 8, No. 4, p. 284. [online]. [2015-10-02]. Available at: <http://www.tandfonline.com/doi/abs/10.1207/s1532754xjprr0804_04>.
4 JUGO, D.: Crisis Communication Strategies in the Corporate Governance Process. In JUGO, D. (ed.): *The 1st International OFEL Conference on Corporate Governance.*

Appropriate crisis communication can show the organization manages problems effectively. Corporate reputation is not damaged. On the contrary, selection of inappropriate crisis communication can show the company as incompetent to solve problems and take responsibility.[5] The aim of article is to briefly introduce the essence of crisis communication and its possibilities. It will be given the general course of the crisis and the corresponding types of crisis communication. A case study approach defined corporate stakeholders and shows a progress of crisis. It will be given the characteristics of each phase during the crisis course and types of crisis communication will be critically evaluated as well. Media impact on crisis communication. The contributions of the paper include the theoretical foundations of crisis communication by analyzing changes in crisis corporate communication and the impact of media on crisis communication.

2 Crisis communication

2.1 Crisis

A crisis can have a high-damage impact on organization. Pearson and Clair defined: „*An organizational crisis is a low-probability, high-impact event that threatens the viability of the organization and is characterized by ambiguity of cause, effect, and means of resolution, as well as by a belief that decisions must be made swiftly*.“[6] Crisis may also be seen as “*the perception of an event that threatens the experience of stakeholders and can affect the performance of an organization.*”[7] In other words, the crisis is felt when the organization's reputation is threatened. A variety of crisis situations are formed in the organizations, which are translated into an organization´s communication. Some aspect of managing a crisis requires decision making about appropriate communication.

2.2 Communication

Communication can be described as an information exchange. Communication is a necessary base of all social relations.[8] Corporate communication is belonging to institutional communication. Communication pyramid shows different types of communication (Picture No. 1 Communication Pyramid), as well as

Conference Proceedings. Dubrovnik : University of Dubrovnik, Department of Economics and Business Economics, 2013, p. 803. [online]. [2014-05-02]. Available at: <https://bib.irb.hr/datoteka/626166.82_CRISIS_COMMUNICATION_STRATEGIES_IN_THE_CORPORATE_GOVERNANCE_PROCESS.pdf >.

5   COOMBS, W. T.: *Ongoing crisis communication: planning, managing, and responding.* Los Angeles : SAGE, 2007, p. 64.
6   CRANDALL, W. J. et al.: *Crisis management: leading in the new strategy landscape.* Los Angeles : SAGE, 2014, p. 3.
7   COOMBS, W. T., HOLLADAY, S. J.: *The handbook of crisis communication.* Chichester : Wiley-Blackwell, 2012, p. 100.
8   GIDDENS, A.: *Sociologie.* Praha : Argo, 1999, p. 63.

communications social, intergroup, group, interpersonal and intrapersonal.[9] Corporate communication aimed to stakeholders. Stakeholders are specific to each organization. The stakeholders can be divided to external (e.g. customers, suppliers, business partners, creditors, media) and internal (e.g. employees, managers, unions,). Communication should respect the character, status, interests of the various stakeholders.[10],[11]
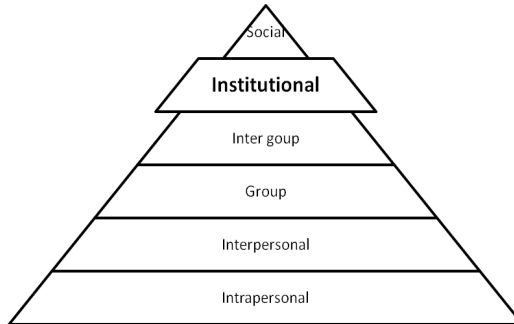
Picture 1: Pyramid of Communication
Source: McQUAIL, D.: *McQuail's mass communication theory*. Thousand Oaks, California : Sage Publications, 2010, p. 22.

2.3 Crisis Communication

In chapter **2.1 Crisis** is mentioned: Crisis is felt when the organization's reputation is threatened. In other words, a crisis occurs when a company´s reputation is in jeopardy.[12] Crisis communications is a company effort to communicate with the public and shareholders in case of an unexpected event with a potential negative impact on the company reputation. Crisis communications is a specific company communication or institutional communication in an exceptional situation. The stability of the organization, safety or reputation is threatened by crisis events with negative publicity. The aim of crisis communication is to prepare and distribute effective communications or eliminate negative publicity.[13] Crisis communications is a component of crisis management. It also includes

9   McQUAIL, D.: *McQuail's mass communication theory*. Thousand Oaks, California : Sage Publications, 2010, p. 22.
10 CRANDALL, W. J. et al.: *Crisis management: leading in the new strategy landscape*. Los Angeles : SAGE, 2014, p. 198.
11 COOMBS, W. T.: *Ongoing crisis communication: planning, managing, and responding*. Los Angeles : SAGE, 2007, p. 56.
12 WEKESA, A. S.: An Analysis of Team Effectiveness in Crisis Communication. In *International Journal of Humanities and Social Science*, 2013, Vol. 3, No. 7, p. 320. [online]. [2013-12-03]. Available at: <http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1077890>.
13 FTOREK, J.: *Public relations jako ovlivňování mínění: jak úspěšně ovlivňovat a nenechat se zmanipulovat*. Praha : Grada Publishing, a.s., 2012, p. 37.

preparation to the potential crisis and prevent of its occurrence. An important part of crisis communications is to define specific rules for management and communication in crisis and post-crisis communication.

2.4 Crisis course from the communication perspective

During the proceedings, the organization takes countless situations that can be described as critical. The life cycle of a crisis is described in four stages by researchers: preconditions, the trigger event, the crisis itself, and postcrisis.[14]

Five-stage model will be used to describe the course in terms of crisis communication: sensitization, specific causes, pressure group, conflict/crisis and settlement:[15]

1. Sensitization

The public is sensitive to certain messages according to previous experience. If the topic is for the audience still interested, crisis can move to the next phase.

2. Specific causes

The problem is occurred in the organization, negative expectations are fulfilled. Media actively seek similar topic due to increased sensitivity of the audience.

3. Pressure groups

Like-minded people with the same negative experiences connected each other and joined to pressure group. Pressure groups are stakeholders with goal to persuade their crisis solution. Pressure groups are formed, organized and prepared to protest actions. In some cases pressure groups can provide solutions to problems. The media are continually engaged, sometimes in an antagonistic way, with organized pressure groups.[16] If at this stage, an issue is not satisfactorily resolved by of organization, media will promote the issue. The media gives a space to issue due to public interest, or pressure groups forces media to disclosure a topic. It begins with plotting the problem; the plot takes the form of increased publicity, requirements or remorse.

4. Conflict/crisis

The problem is escalated. Intensive negotiation proceeds in the first phase. They sought authority to support one side or the other by professional arguments. If the conflict is not settled, and solution is not found, then issue grows into a crisis. Rational negotiation ends, emotions dominate, conflict is intensifying, and usually one of the sides goes to direct action.

5. Settlement

The end of the crisis communication. It can take different forms, sometimes the crisis leads to stalemate. Topic sometimes stops being interesting for the media. There will be other topics that are more attractive.

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14 CRANDALL, W. J. et al.: *Crisis management: leading in the new strategy landscape*. Los Angeles : SAGE, 2014, p. 5.

15 NĚMEC, P.: *Public relations – komunikace v konfliktních a krizových situacích*. Praha : Management Press, 1999, p. 44.

16 McQUAIL, D.: *McQuail's mass communication theory*. Thousand Oaks, California : Sage Publications, 2010, p. 237.

Crises are always a threat to the reputation of the organization. Priority goal of crisis communication is therefore to restore the organization's reputation and the confidence of customers and other stakeholders.

2.5 Types of crisis communication

The relationship between organizations and pressure groups can sharpen in varying degrees, during crisis. According to this different type of crisis communication are distinguished:[17]

1. Direct communication

Direct communication can take place when both parties – organizations and pressure groups – do not renounce dialogue. Organization and pressure group may depend on discretion, so communication is not published. However, the outcome of the negotiations is published.

2. Appeal focused on the audience through the media

The media can be used as an intermediary in discussions between the two sides of the conflict, when the direct dialogue is not possible. In this scenario completely to fulfil the functions and names, as "medium" is Latin mediator. Medialisation of problem usually helps to demarcate the borders, where it is possible to consider the conclusion of a compromise problem solution. Disclosing such limits is indicated by an effort to end the conflict.

3. Indirect communication

Indirect communication also uses media. It is basically an indirect communication between the conflicting parties through the media, where the parties are not trying to define boundaries or persuade the other side to conciliation solution of the conflict. The relationship in this case is actually very volatile; it has not used rational arguments. On the contrary, emotions prevail. The purpose of this communication is to win over the public. The situation is a stalemate, communication often goes beyond decency. The aim of correctly applied crisis communication is to prevent this condition by any means.

2.6 Media

Crisis communication should meet several goals. First, the corporate should initiate communication with media.[18] Media are tools to make possible a process of communication, for example print media (books, newspapers, etc.), electronic media (television, film, etc.).[19] Electronic and print media are important for distributing corporate communication. New type of media has made communicating increasingly easier as time has passed throughout history. The internet is probably one of the most effective tools in communication. The people

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17 NĚMEC, P.: *Public relations – komunikace v konfliktních a krizových situacích*. Praha : Management Press, 1999, p. 59.

18 CRANDALL, W. J. et al.: *Crisis management: leading in the new strategy landscape*. Los Angeles : SAGE, 2014, p. 181.

19 McQUAIL, D.: *McQuail's mass communication theory*. Thousand Oaks, California : Sage Publications, 2010.

are converged by tools such as e-mail, Skype, Facebook, Twitter, etc. Pressure groups are activated in short time.

3 The crisis communications in a particular organization – case study

3.1 Crisis description

Rail carrier RegioJet (Student Agency Holding), which runs fast trains between Prague and Ostrava, announced on October 21st that restricts from 1st November 2013 the transport of wheelchair users.[20] Officially listed reasons are problems with the provision of lifting platforms for boarding and alighting. These platforms are owned by Czech Railways (CD) and RegioJet have to reserve this platform 36 hours in advance. Access to the platform at some stations is another problem for the disabled people. RegioJet recommends using trains of competition due to these reasons. Company RegioJet working to rectify; the report states further. Czech Railways and Leo Express (competition) offer full service to wheelchair users. The website of RegioJet issued a statement which presented inter alia: "... *due to the fact our company does not have low-floor trains for passengers with reduced mobility (wheelchair passengers), we haven´t load them to the train with effect from 1. 11. 2013. We are unable to offer adequate place for seating. Transportation of immobile passengers requires some administrative and technical requirements from our side, which are considerably time consuming – particularly to secure platform for embarkation and disembarkation to/from trains (owned by Czech Railways) ... All these requirements have often resulted in significant delays train. We apologize in advance to all passengers affected by this restriction, but in order to ensure their own safety and comfort (a travel culture), smooth transportation, we recommend the use competitors train from this data (such as Leo Express, which has low-floor trains). Our company is working to correct this limitation...* "[21]. All internet newspapers publish responding to this statement immediately, a report on this issue appears on television. Responses are usually very critical, such as the Britské listy have an article called "RegioJet: Invalid, pull!"[22] Most internet newspapers react the same day, and news updates several times a day. Unofficially, the main reason for the decision not to carry disabled people is the economic aspect of a platforms using. Regiojet pays fee to asset management of Czech Railways from 3600 to 4800 CZK per shipment. Speculation is also about train delays that arise due to administrative and technical problems.[23] Later are shown higher fees (3600-7200 CZK).

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20 *RegioJet odmítá přepravovat vozíčkáře, zdržují.* Released on 21th October 2013. [online]. [2013-01-12]. Available at: <http://www.tyden.cz/rubriky/domaci/doprava/regiojet-odmita-prepravovat-vozickare-zdrzuji_286386.html>.

21 *RegioJet: Invalidi, táhněte!* Released on 21th October 2013. [online]. [2014-05-05]. Available at: <http://www.blisty.cz/art/70582.html#sthash.IV2IG5SG.dpuf>.

22 Ibidem.

23 *Vozíčkáři mají smůlu, v Jančurových vlacích už se nesvezou. Zpožďují spoje.* Released

The chairman of the National Council of Disable Persons of the Czech Republic Václav Krása immediately protested agains step of RegioJet. Krása considers the dealing of company Regiojet as discriminatory. He also states that Mr. Jančura (owner and CEO RegioJet) in a personal interview refused transport of wheelchair users to economic reasons. This was later denied by Mr. Jančura. Krása openly says he wants to escalate the situation. He states that he going to write an open letter to the Prime Minister, the Minister of Transport and owner of the company Radim Jančura. Immobile citizens are of course the law according to the legal norms of the European Parliament and of the Anti-Discrimination Act.[24] Jančura attempts to resolve the situation during the day. He stated to stop using overpriced services of Czech Railways for lifting platforms. Each wheelchair will be personally picked up by stewards, and the wheelchair users do not need to book a place in advance.[25] Wheelchair users have been ignored the company RegioJet. Some other customers have started to protest against discriminatory behaviour of RegioJet and prefer two other transport companies – Czech Railways and Leo Express. On the website provided by Krása is stated: *"...timetable of Regiojet trains ... has never listed pictogram to the transport disabled citizens ...".*[26] The website of RegioJet states now: "... *all trains on the line Prague – Ostrava – Žilina have installed a mobile loading platform. Immobile passengers can travel as passengers without movement restriction and they do not have to report their journey in advance..".* But (on page below) it is also stated that it is not possible to use mobile platforms at six stations (among others Žilina, Ostrava, Olomouc) due to the large inclination, and it is required to report a transportation of an immobile passenger 48 hours in advance.[27]

3.2 Stakeholders

As mentioned in Section 2.1, communications organization leads to the stakeholders. Stakeholders of RegioJet can divide to the usual schedule on the internal and external:
• Internal – the owner, managers, contemporary employees, unions,
• External – customers in general and specific customer groups: students, disabled passengers, seniors,

on 21th October 2013. [online]. [2014-15-12]. Available at: <http://byznys.lidovky.cz/vozickari-maji-smulu-v-jancurovych-vlacich-uz-se-nesvezou-pac-/doprava.aspx?c=A131021_115617_ln-doprava_mev#utm_source=clanek.lidovky&utm_medium=text&utm_campaign=a-souvisejici.clanky.clicks>.

24   Ibidem.
25   *Jančura couvá: vozíčkáře vozit budu. Nechci jen platit ‚výpalné' drahám*. Released on 21th October 2013. [online]. [2014-15-12]. Available at: <http://byznys.lidovky.cz/jancura-couva-vozickare-vozit-budu-nechci-jen-platit-vypalne-draham-117-/doprava.aspx?c=A131021_165234_ln-doprava_mev>.
26   KRÁSA, V.: *Vyjádření ke Společnosti RegioJet*. [online]. [2013-12-03]. Available at: <http://www.vaclavkrasa.cz/poradna/doprava-a-parkovani/vyjadreni-ke-spolecnosti-RegioJet-13533.html>.
27   *Přeprava imobilních cestujících.* [online]. [2014-01-03]. Available at: <http://www.RegioJet.cz/cs/sluzby/preprava-imobilnich-cestujicich/>.

• Suppliers, subcontractors and business partners,
• Competitors,
• Financial and investment area – banks, analysts,
• The general public, the media,
• Former employees, retirees, employees' families, the communities where employees live,
• County Government, Ministry of Transport, government agencies, The Czech National Disability Council (CNDC),
• Professional organizations, chambers of commerce, independent experts in the field of transport, environment and safety, etc.

The company RegioJet can basically regarded whole general public as potential customers, whether in the field of railway transport or even the whole spectrum of additional services offered by the company Student Agency. Although, Regiojet is unable generally communicate with all stakeholders. In this case a target group is basically society as a whole, i.e. all the public. The disabled passengers become a pressure group. Due to the short crisis duration will be not enough time to add further pressure groups. During extended course of crisis, this would certainly happen.

3.3 Crisis course

Crisis course of the company Regiojet in terms of five staged model is following:
1. Sensitization
Public (stakeholders) react to all reports about company RegioJet. Media quickly seized and processed topic by not having the services of wheelchairs. The issue is interesting for audience and will be certainly presented by all media. Crisis passes to the next stage.
2. Specific causes
Firstly information about the failure in providing the services to immobile citizens at the RegioJet trains took place on 21st October. On this day an official statement of the company RegioJet was published. The problem is growing; the media is looking for similar situations in the world.
3. Pressure groups
Social networks enable faster communication in the group of persons concerned. The same day, basically immediately convened a protest events of immobile citizens. Protest action is convened on 31st October 2013 at 9:12 at the Prague, Main station. Regular RegioJet train to Ostrava leaves at this time. Wheelchair users want to "wave" to one of the last trains narrative by the company under the old rules. The convening of protests once again attracted media and media coverage of the issue proceeds. The media pay attention to the topic; it is very interested for readers. Media is addressing a pressure group to inform the public about this case of injustice. The problem is pronounced to the public, begins a phase of increased publicity, requirements and remorse.

4. Conflict / crisis
The problem is intensifying. The statement, which pointed to a small conflict, takes the form of crisis. RegioJet's reputation is threatened. Immediate communication takes place between a representative of the company RegioJet Radim Jančura and Václav Krása, chairman of The Czech National Disability Council. Press releases of issue are published during the day. Václav Krása refers to the legal standards of the European Parliament and the Anti-Discrimination Act. He expects to write an open letter to the Prime Minister and the Minister of Transport. He also publishes a personal opinion of Mr. Jančura to problem which sounds not very well. Company owner is presented as unscrupulous, unethical person, only defending their economic interests.
5. Settlement
Settlement should be end of the crisis communication. The problem may not be solved in this case from the outside. Both sides don't stop communicate with each other. The owner of the company is aware of the seriousness of the situation and he is actively looking for solutions. He immediately denies a statement to disable people. Nevertheless protest action will be held immobile citizens. Mobile platform are installed on the line Prague-Ostrava – Žilina during December.

3.4 Type of crisis communication in case study

A case study illustrates the types of crisis communication. They were used all three basic types: direct, indirect, and appeals aimed at the audience through the media. And despite the fact that the owner of RegioJet continued to communicate all time with the counterparty, the Chairman of The Czech National Disability Council (CNDC), Václav Krása. **Direct communication** is performed after a statement of the transport restriction of wheelchair users. Václav Krása calls Radim Jančura. Usually, the results of direct communication are not disclosed. The results of the interview apparently were not satisfying in this case. It is used **appeal through the media**. A chairman of CNDC is going to write an open letter to the Prime Minister and the Minister of Transport. The borders are demarcated. Václav Krása publishes in media the personal opinions of Radim Jančura. It is a sign **of indirect communication** in this phase. The situation is aggravates and emotions begin to dominate. Victory counterparties and legitimate demands will force the owner of RegioJet immediately respond helpfully. I**ndirect communication** is used in response Jančura also to the use of public sympathy. Not in this case, but in competition with Czech Railways. Spokesman of RegioJet company was not involved in crisis communication at all. Whole communication was conducted by the company owner. This attitude can be assessed as appropriate. Senior representative should be involved in solving the fundamental corporate problems and crisis communications.

Conclusion

It is obvious that each organization should communicate. As already mentioned, crisis communication is basically the exchange of information. Crisis communication takes place between the organization and the stakeholders during the crisis, and also before and after the crisis. However, the communication activity should be more active and more precise in times of crisis. There is a relationship between the way of resolving the crisis and public reaction. Negative public reaction is usually enhanced if the organization refuses its liability. New type of media has made all type of communication increasingly easier and faster. Pressure groups are activated in short time. Crisis communication is also accelerating. The time for an adequate response is significantly reduced. Case study shows the course of the crisis following the publication of a statement of company RegioJet. The company refused to transport disabled citizens due to several reasons. Basically, the company RegioJet may considered the whole general public as potential customers. Statement activates a group of persons with disabilities, and it becomes a pressure group. Representative of pressure group uses the media for immediate action. Communication with pressure group is at that moment unbalanced. The problem requires priority attention and increased time and frequency of communication. The aim is to alleviate the crisis situation and, if it is possible, eliminate the problem. In this case, all the news about RegioJet, the first private company in railway transportation, recorded increased sensitivity to audience. All problems related with this company, are used by the media. The different types of crisis communication were used during a crisis situation: direct, indirect and appeal focused on the audience through the media. It was occurred to long-term indirect communication and an utter escalation of the situation. Even that, the crisis did not last long, pressure groups held the protest action. The crisis has been addressed in terms of business objectives and principles. The company RegioJet tried to immediately remove its conflict goal – economic interests and goals of immobile citizens – the use of transport. The owner of the company correctly avoided that problem has not escalated in the future source of crises. On the other hand, this type of crisis belongs to the category of preventable crises. Adequate problem´s communication of lending platforms with representatives of the CNDC would avoid a crisis of the company RegioJet. The renting fees of platforms could be discussed with the participation of the Ministry of Transport. Practical examples suggest that appropriate crisis communication can support or even improve the image of the organization in public. Crisis communication process shows dealing with problems in the organization. That was the point in the case of RegioJet. It did not prevent the crisis, but the company owner was able to solve problems and take responsibility. Due to media, the crisis communication is very fast accelerating. The time for an adequate response is significantly reduced. The whole crisis event took place during a single day.

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DIGITAL PARTICIPATION OF CHILDREN AND PARENTS IN THE CONTEXT OF THE DIGITAL GENERATIONAL DIVIDE

Martina Porubčinová

Abstract
This paper examines the social-demographic characteristics of the digital participation of parents and children aged 10-14 in Slovakia. We focus on a mechanism of inter-generational reproduction of patterns of behavior in the digital space (digital habitus). Reflecting the digital competencies and the patterns of behavior in the digital space, we examine the forms of the digital generational divide in the studied groups. We point to the reduction of the digital generation divide of digital literacy and to formation of Internet generation of parents. We also stress the significance of digital habitus of parents in the context of the formation of a safe digital participation of children and reduction of the risks of participation in the digital space.

Key words:
Digital ethos. Digital generational divide. Digital habitus. Digital literacy. Digital participation. Digital space.

Introduction

The identification of the Internet generation of children has opened a space for the exploration of a digital participation of children for whom the digital world has been always present as the natural environment in their lives.[1] Parents, as the generation that has no lack of experience with life in the pre-Internet period, appeared before the task to accompany their children at the entrance to the digital environment. It is not surprising that the digital participation was perceived through the lens of different patterns of behavior, experiences and attitudes to the digital world in an intergenerational comparison. The different characters of the participation of children and parents in the digital environment are reflected in the concept of *„digital generational divide".*[2] The authors emphasized the age related differences in the digital skills and attitudes to the digital environment that determine an extent and forms of digital participation. The digital generational divide has been defined for example in the form of a specific *„digital language of youth",*[3] or by the example of the fact that *„the internet generation*

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1   HERRING, S. C.: Questioning the Generational Divide: Technological Exoticism and Adult Construction of Online Youth Identity. In BUCKINGHAM, D. (ed.): *Youth, Identity and Digital Media.* Cambridge, MA : The MIT Press Cambridge, 2008, p. 71; PRENSKY, M.: Digital Natives, Digital Immigrants. In *On the Horizont*, 2001, Vol. 9, No. 5, p. 1-2.

2   HERRING, S. C.: Questioning the Generational Divide: Technological Exoticism and Adult Construction of Online Youth Identity. In BUCKINGHAM, D. (ed.): *Youth, Identity and Digital Media.* Cambridge, MA : The MIT Press Cambridge, 2008, p. 71; PRENSKY, M.: Digital Natives, Digital Immigrants. In *On the Horizont*, 2001, Vol. 9, No. 5, p. 1-2.

3   PRENSKY, M.: Digital Natives, Digital Immigrants. In *On the Horizont*, 2001, Vol. 9, No. 5, p. 2.

socializes more online, downloads more entertainment media and consults the Web for a wider range of purposes than do present adults or young people of the previous generation."[4] With the gradual extension of the participation of children in the digital world, while most children enter the digital world at the age of 5-8 years, or even earlier[5], children and their parents find themselves coping up with the process of socialization into the digital space. For young people aged 10-14 years it is the parents from whom children expect help when participating in digital space to the greatest extent.[6] Children are – as the members of the Internet generation, digital generation, or digital immigrants – the first generation growing since the birth in the digital world. Based on the empirical findings on digital participation of children and parents in Slovakia we would like to examine the diversity and similarity of children's and parent's digital participation. Is the digital participation of parents significant in relation to the digital participation of children, and in what areas in particular? Do the parents participate in their children's digital world? Do they want and are able to accompany their children in the digital world? May we already speak now also about the "Internet generation of parents", which is able to accompany their children in the process of entry into the digital world, and if so, how it can be defined?

1 Theoretical concept of a digital habitus

In a broad sense, a concept of participation can be understood not only as formal activities in society but also as activities that take place in everyday life world.[7] In the context of the digital participation of children, the concept emphasizes the active role of children in the process of participation and focuses on the importance of child-specific optics and the world of children. Our attention is focused on activities of children associated with entry into the digital space (cyberspace). The Internet represents a fundamental technological basis for the existence of a cyberspace[8] as a „new communication environment

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4   HERRING, S. C.: Questioning the Generational Divide: Technological Exoticism and Adult Construction of Online Youth Identity. In BUCKINGHAM, D. (ed.): *Youth, Identity and Digital Media.* Cambridge, MA : The MIT Press Cambridge, 2008, p. 71.

5   LIVINGSTON, S. et al.: *Risks and safety on the internet. The perspective of European children. Full Findings.* LSE, London : EU Kids Online, 2011. [online]. [2015-10-13]. Available at: <http://www.lse.ac.uk/media%40lse/research/EUKidsOnline/EU%20 Kids%20II%20(2009-11)/EUKidsOnlineIIReports/D4FullFindings.pdf>.

6   TUKKANEN, T., WILSKA, T. A.: Online environments in children's everyday lives: children's, parents' and teachers' points of view. In *Young Consumers,* 2014, Vol. 16, No. 1, p. 12; VELŠIC, M.: *Deti a rodičia v kyberpriestore.* [online]. [2015-10-13]. Available at: <http://www.ivo.sk/buxus/docs//publikacie/subory/Deti_a_rodicia_v_kyberpriestore.pdf>.

7   SOTKASIIRA, T. et al.: Building towards effective participation: A learning-based network approach to youth participation. IN PERCY-SMITH, B., THOMAS, N. (eds.): *Handbook of Children's Participation: perspectives from theory and practise.* London : Routledge, 2009, p. 175.

8   LÉVY, P.: *Kyberkultura. Zpráva pro Radu Evropy v rámci projektu "Nové technológie: Kulturní spolupráce a komunikace.* Praha : Karolinium, 2000, p. 15.

occurring through the globally interconnected computers (cyberspace) covers not only the physical infrastructure of digital communication, but also the amount of information that is contained therein, as well as the human beings who populate it and supply it."[9] In the present research the digital space is also seen as being formed through the instruments such tablets and smartphones in connection with the development towards the mobile Internet.[10] Nonlinear network principle of the creation, collection and dissemination of information belongs to the key features of the digital space.[11] In the theory of the information society, the development of digital participation represents a specific indicator of information society development.[12]

As reported by studies of the generation of digital distribution, the process of forming the digital participation of Internet generation is realized in the double-optics of personal experience of young people in the digital space, that is different from personal experience of adults, and on the other side, through the reproduction of the attitudes of the older generation to digital participation.[13]The digital divide can be identified as a "gap" that results from overlapping patterns of thinking and behavior in the digital world typical for young people and the older generation.[14] With the development of the digital participation of not only younger but also the middle generation,[15] we beginne to think more on the functioning of the reproductive mechanisms that allow the acquisition of digital competencies and influence a form digital participation. Based on the theoretical construct of habitus as a "*mechanism of cultural and social reproduction, created through subjectivisation of objective rules, and a source of their objective expression in the sphere of activity*"[16], *we apply this concept in the field of digital competences and the area of internalized attitudes of thinking and action of an individual in the digital space. The concept of digital habitus,* which reflects the social-demographic differences in digital competence and attitude within

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9   Ibidem.

10   POLÁKOVÁ, E.: *Mediálne kompetencie. Úvod do problematiky mediálnych kompetencií.* Trnava : FMK UCM v Trnave, 2012, p. 58; VELŠIC, M.: *Deti a rodičia v kyberpriestore.* [online]. [2015-10-13]. Available at: <http://www.ivo.sk/buxus/docs//publikacie/subory/Deti_a_rodicia_v_kyberpriestore.pdf>.

11   CASTELLS, M.: *The Network Society A Cross-cultural Perspective.* Northampton : Edward Eldar Publishing, Inc. 2004, p. XVII-XX; GÁLIK, S., GÁLIKOVÁ-TOLNAIOVÁ, S.: Influence of the Internet on the Cognitive Abilities of Man. Phenomenological and Hermeneutical Approach. In *Communication Today*, 2015, Vol. 6, No. 1, p. 9.

12   WEBSTER, F.: *Theories of the Information Society.* London : Routledge, 2002, p. 14.

13   HERRING, S. C.: Questioning the Generational Divide: Technological Exoticism and Adult Construction of Online Youth Identity. In BUCKINGHAM, D. (ed.): *Youth, Identity and Digital Media.* Cambridge, MA : The MIT Press Cambridge, 2008, p. 77.

14   PRENSKY, M.: Digital Natives, Digital Immigrants. In *On the Horizont*, 2001, Vol. 9, No. 5, p. 1-6.

15   VELŠIC, M.: *Deti a rodičia v kyberpriestore.* [online]. [2015-10-13]. Available at: <http://www.ivo.sk/buxus/docs//publikacie/subory/Deti_a_rodicia_v_kyberpriestore.pdf>.

16   BOURDIEU, P., PASSERON, J. C.: *Reprodukcja. Elementy teorii systemu nauczania.* Warszawa : Panstwowe wydawnictvwo naukowe, 1990, p. 9.

the older generation to a digital world, represents the theoretical basis of the analysis of digital participation of children in the context of inter-generational reproduction cultural models. The term is applied analogously to the kind of *technological habitus* in the context of the analysis of man's relationship to the technological environment.[17]

The analysis of the digital habitus involves the analysis of the actual level of digital competence (digital literacy)[18], as well as the analysis of the patterns used in practice. The area of the patterns of activity and the attitudes of children and parents in the digital space, which is referred to as *the digital ethos[19] can be identified in areas such as a) the extent and forms of the digital participation in practice, b) parental mediation, which forms the scope and forms of the digital participation of children from parents to children, c) perception of the positive and the risk aspects of the digital participation (attitudes to the digital participation). We assume that the digital habitus of children is being formed by the social-demographically determined digital literacy and digital ethos of parents. The importance of social-demographic characteristics that shape the digital participation of parents and children was confirmed by the findings on the children's access to the digital world as the extent of the digital participation of children significantly associated with the level of internet access at home. The access to internet at home was related to the level of socioeconomic status of the family – children, who do not use the internet or are among poor internet users, were mostly children whose parents work manually.[20]*

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17   Freud used the term technological habitus to describe *"internalized control a different kind of consciousness required by individuals to function in the technological environment."* (For more information, see: FREUND, P.: Civilized bodies redux: seams in the cyborg. In *Social Theory &Health*, 2004, Vol. 2, No. 3, p. 273).

18   Digital literacy is the ability to understand information and use it in different formats from different sources presented by modern information and communication technologies. It is measured through indicators, which are divided into four main segments – control work with hardware and software, managing the information virtual space and the ability to communicate through information and communication technologies. (For more information, see: VELŠIC, M.: *Digitálna gramotnosť na Slovensku.* Bratislava : IVO, 2013, p. 2. [online]. [2015-10-13]. Available at: <http://www.ivo.sk/buxus/docs//publikacie/subory/Digitalna_gramotnost_2013.pdf>).

19   Digital ethos along with digital literacy form the basis of a digital habitus in analogy for the concept of habitus, which consists of cultural capital, and school ethos, taking into account the relationship to the school education system and school careers, including attitudinal hopes and prospects of educational success. (For more information, see: BOURDIEU, P., PASSERON, J. C.: *Reprodukcja. Elementy teorii systemu nauczania.* Warszawa : Panstwowe wydawnictwo naukowe, 1990, p. 145).

20   LIVINGSTON, S., HELSPER, E.: Gradations in digital inclusion: children, young people and digital divide. In *New Media Society*, 2007, Vol. 9, No. 4, p. 683.

2 Digital generational divide in the area of digital literacy in Slovakia

Who exactly are the members of the Internet generation and how can the generation of their parents be defined in terms of age? As the origins of the introduction of the internet in Slovakia date back to the second half of the 90s and computer rooms were set up in schools by 2004, the period of the second half of the 90s can be defined as the beginning of formation of the Internet generation of children in Slovakia – as the first children born into the digital world. According to the demographic findings, it is possible to determine the average age of parents of the first members of the Internet generation of children in Slovakia (born around 2000 in Slovakia), currently in 2015 in the range 41-53 years (parents born in 1965-1974).[21] What is the level of digital literacy of parents of the Internet generation of children in Slovakia? And is there in present any digital generational divide between children in the age of 10-14 and their children? According Velsic, the level of digital literacy among the age groups of 35-44 and 45-54 years (that include parents of internet generation of children) achieves 88% to compare 100% of digital literacy of 14-17 old[22]. For the Internet generation o children and their parents, the digital generation divide can be confirmed in the in the field of digital literacy.

In a case of the generation of parents, which is currently in the average age at childbearing[23], we can observe the digital literacy gradually approaching the level of digital literacy of the age group of 14-17.[24] If in 2011 a group of 14 to 24 years old could be marked as the age group with the highest levels of digital literacy

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21   If in 1990-2000 the average age of women at childbirth was 26 years (ranging from 23 years to 31 years and the first to fourth order), and the average age of father was 28,6 years, the average age of the parents of the period can be defined as 41-53years. (For more information, see: MEGYESIOVÁ, S., BAČO, T., PONIŠT, P.: *Zmeny v reprodukčnom správaní žien na Slovensku.* [online]. [2015-10-13]. Available at: <http://kdem.vse.cz/resources/relik12/sbornik/download/pdf/65-Megyesiova-Silvia-paper.pdf>; BÖHMER, D., LUHA, J.: Development of average age of parents at childbearing. In *Forum Statisticum Slovacum*, 2013, 1/2013, p. 6. [online]. [2015-10-13]. Available at: <http://www.ssds.sk/casopis/archiv/2013/fss0113.pdf>).

22   VELŠIC, M.: *Digitálna gramotnosť na Slovensku.* Bratislava : IVO, 2013, p. 5. [online]. [2015-10-13]. Available at: <http://www.ivo.sk/buxus/docs//publikacie/subory/Digitalna_gramotnost_2013.pdf>.

23   In 2011, the average age of mothers at childbirth rose up to 28,3 years (27.7 in the first order to the fourth order of 31.6.) and the average age of fathers at the mother's birth of child was 32,1 year. Thus, the range 28,3-32 years defines the age group that is currently of the average age at childbearing. (For more information, see: MEGYESIOVÁ, S., BAČO, T., PONIŠT, P.: *Zmeny v reprodukčnom správaní žien na Slovensku.* [online]. [2015-10-13]. Available at: <http://kdem.vse.cz/resources/relik12/sbornik/download/pdf/65-Megyesiova-Silvia-paper.pdf>).

24   VELŠIC, M.: *Digitálna gramotnosť na Slovensku.* Bratislava : IVO, 2013, p. 10. [online]. [2015-10-13]. Available at: <http://www.ivo.sk/buxus/docs//publikacie/subory/Digitalna_gramotnost_2013.pdf>.

(98%), in 2013 the group of 14-34 years old (in which the level of digital literacy in a group of 14-17 years old achieves of 100% and in the group 18-34 years old 97%) is one of the groups with the strongest digital literacy. In the group of 25-32 years old (which represented the average age of parents at childbearing in 2011), the level of digital literacy increased by 3% compared to 2011 from 93% to 96%, making the group close to the strongest age groups in terms of level of digital literacy. Based on these findings we describe the generation that is currently in the average age at childbearing as *„the Internet generation of parents",* able to accompany their children entering the digital world without the digital divide in the field of digital literacy. This assumption is valid at an unchanged level of digital literacy in the groups studied, but even if there was an increase digital literacy among 41-50 year old, this group cannot be marked as *Internet parents' generation* as an access to their children (aged 10-14 years) to digital space has already taken place. If we refer to children, who are surrounded by the digital world from the birth as the Internet generation of children, the concept of the Internet generation of parents in Slovakia is used to refer to those who around 2015 in the average age of 27-32 years realize their reproductive intentions. The parents born in the 80s are the first generation accompany their children of 10-14 years entering the digital world as the first generation of parents without the digital divide in the field of digital literacy. As children may enter into the digital world according to some estimates at the age of 5-8 years, and some even earlier, parents can begin to accompany their children in the digital space earlier as in a case of 10-14 years old children.[25]

3 Digital generational divide in the area of digital ethos of parents and children – the use of digital competences in practice

Analyzing the digital generational divide, we are focused in the next part on the area of *digital ethos* which defines the patterns of activity and the attitudes of children and parents in the digital space. Empirical findings in the use of digital competences in practice in Slovakia refer to the fact that children aged 12-14 years and their parents belong to intensive internet users. A time extent of their participation in the digital environment is similar in a case of younger children – 51% of parents daily or almost daily use of the internet with the proportion of intensive internet users of 43% children aged 10-11 years and 70% of children of the age of 12-14 years.[26] It is not surprising that the forms of digital participation of children and parents are a reflection of the activities of both groups in the real world, whereas, according to empirical findings of overlapping online and offline

25 LIVINGSTON, S. et al: *Risks and safety on the internet. The perspective of European children. Full Findings.* LSE, London : EU Kids Online, 2011. [online]. [2015-10-13]. Available at: <http://www.lse.ac.uk/media%40lse/research/EUKidsOnline/EU%20 Kids%20II%20(2009-11)/EUKidsOnlineIIReports/D4FullFindings.pdf>.

26 VELŠIC, M.: *Deti a rodičia v kyberpriestore.* [online]. [2015-10-13]. Available at: <http://www.ivo.sk/buxus/docs//publikacie/subory/Deti_a_rodicia_v_ kyberpriestore.pdf>.

sociability, cyberspace should be perceived not as a separate world, but rather as a form of communication among others.[27] It finds its reflection in different content focus of activity for children and parents in the digital world.[28] While parents use the potential of the internet mainly for practical purposes such as information search (93%), internet banking, tracking messages, e-shopping, children are focused mostly on game (89%) and entertainment in the form of watching videos, downloading music and so on (73%). However, the practical use of the Internet is noticeable even among children, where 84% of children said they use the Internet when preparing for school, and 78% when searching for information. Participation of children in digital world reflects children's interests, important in a real world – children play, prepare for school and communicate (a specific example is cyberbullying, often undertaken by actors, who know each other in the real world and transmit signs of bullying from the real world to the digital world.[29]

In the area of attitudes to the digital world, the transformative power of the Internet was estimated significantly more by adults by children who reported more sober estimates of their future use of digital space as their parents according to foreign findings.[30] The natural attitude of children to the digital world that children perceive almost banal, differs from that of their parents and other members of the generation who grew up in the pre-internet period, burdened by „*exoticization of digital world and participation in it.*".[31] Empirical studies support the revised expectations of the transformative impact of the Internet on society, reflected for example in the expectations of the society-wide use of e-learning, telework, or idealization of virtual trade organization in the

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27 WOOGLAR, S.: Reflexive Internet? The British Experience of New Electronic Technologies. In BARON, N. S. (ed.): *Language in an Online and Mobile World.* New York : Oxford University Press, 2010, p. 132; CASTELLS, M. et al: *The Network Society A Cross-cultural Perspective.* Northampton : Edward Eldar Publishing, 2004, p. 132; HAMPTON, K. N.: Networked sociability Online, Offline. In CASTELLS, M. (ed.): *The Network Society A Cross-cultural Perspective.* Northampton : Edward Eldar Publishing, 2004, p. 222-225.

28 A use of social networks, chat and news portals (63% of parents and 72% in children) is an example of common interests of parents and children in the digital world. (For more information, see: VELŠIC, M.: *Deti a rodičia v kyberpriestore.* [online]. [2015-10-13]. Available at: <http://www.ivo.sk/buxus/docs//publikacie/subory/Deti_a_rodicia_v_kyberpriestore.pdf>).

29 HOLLÁ, K.: *Kyberšikana.* Bratislava : Iris, 2013, p. 41.

30 HERRING, S. C.: Questioning the Generational Divide: Technological Exoticism and Adult Construction of Online Youth Identity. In BUCKINGHAM, D. (ed.): *Youth, Identity and Digital Media.* Cambridge, MA : The MIT Press Cambridge, 2008, p. 77-78; TUUKKANEN, T.: *A Framework for Children's Participation in Online Environments.* Jyväskyla : University of Jyväskyla, 2014, p. 31-32.

31 HERRING, S. C.: Questioning the Generational Divide: Technological Exoticism and Adult Construction of Online Youth Identity. In BUCKINGHAM, D. (ed.): *Youth, Identity and Digital Media.* Cambridge, MA : The MIT Press Cambridge, 2008, p. 71.

early stages of Internet.[32] With the development of digital generation of parents, for whom the Internet is a natural part of life, it is likely that the intensity of the digital generational divide in this area will decrease and parents and children will not estimate the transformational potential of the Internet differently. A comparison of risk perception in the digital space among parents and children brings interesting findings in the field of the digital generational divide. Children reported cyberbullying as a potential threat in the digital space (in addition to access to sites with inappropriate sexual content and virus issues).[33] While almost a third of children in Slovakia had experienced cyberbullying in the form of slander and ridicule[34], while among parents this phenomenon is not perceived as a significant problem. As the authors suggest, a lack of clarity of the concept of cyberbullying among the public can play its role within these results. The risks, perceived most by children in the digital space, are similar to those perceived by adults as sites with inappropriate sexual and violent content, threat of pedophilia).

A specific area of intergenerational digital divide was identified in the field of creation of marketing strategies targeted at young people in the digital space. Concepts of identity of young people in these strategies can reflect more adult's ideas about young people that are different from those of self-reflection young people. Like a perception of digital participation of children can be challenging for researchers who see the digital space in the lens of the pre-internet-world, it can be difficult to develop a marketing strategy reflecting the identity of a young person in the digital space in the intergenerational context. Also, the identity perception formed by adults can be problematic among young people – even if we succeed in creating a more or less accurate picture of a young person, this can be perceived as foreign, coming from outside.[35] The optics may influence the popularity of young videobloggers who faithfully testify about the experiences of young people in the digital world. Finally, a specific form of the

32 HAMPTON, K. N.: Networked sociability Online, Offline. In CASTELLS, M. (ed.): *The Network Society A Cross-cultural Perspective.* Northampton : Edward Eldar Publishing, 2004, p. 217-232; HARASIM, L.: *Learning Theory and Online Technologies.* New York : Routledge, 2012, p. 79-109; WOOGLAR, S.: Reflexive Internet? The British Experience of New Electronic Technologies. In CASTELLS, M. (ed.): *The Network Society – A Cross-cultural Perspective.* Northampton : Edward Eldar Publishing. 2004, p. 125-142.

33 HOLLÁ, K.: *Kyberšikana.* Bratislava : Iris, 2013, p. 103; TUKKANEN, T., WILSKA, T. A.: Online environments in children's everyday lives: children's, parents' and teachers' points of view. In *Young Consumers*, 2014, Vol. 16, No. 1, p. 70; VELŠIC, M.: *Deti a rodičia v kyberpriestore.* [online]. [2015-10-13]. Available at: <http://www.ivo.sk/buxus/docs//publikacie/subory/Deti_a_rodicia_v_kyberpriestore.pdf>.

34 VELŠIC, M.: *Deti a rodičia v kyberpriestore.* [online]. [2015-10-13]. Available at: <http://www.ivo.sk/buxus/docs//publikacie/subory/Deti_a_rodicia_v_kyberpriestore.pdf>.

35 HERRING, S. C.: Questioning the Generational Divide: Technological Exoticism and Adult Construction of Online Youth Identity. In BUCKINGHAM, D. (ed.): *Youth, Identity and Digital Media.* Cambridge, MA : The MIT Press Cambridge, 2008, p. 79.

digital generation gap was identified through a qualitative analysis of digital children's participation in the work of T. Tuukkanen and T.-A. Wilska. According to children aged 11-13 years, they participated in these online environments most often alone or with friends, not with parents or siblings.[36]

4 Impact of digital habitus – the inter-generational reproduction of patterns of the digital participation

The socioeconomic determination of digital literacy in terms of education persists in Slovakia[37], although at a lower level compared to the year, 2011. The share of digital literacy in 2013 increased in the group of manual workers from 79% to 87%, with low education from 52% to 63%, in households with low social-economic status from 55% to 61%. In this context, it can be assumed that digital literacy of children is formed differently according to the social-demographic differences in digital literacy parents. Impact of the digital habitus (as a mechanism of inter-generational reproduction of digital literacy) was confirmed by the findings of an international study ICILS 2013[38] , according to which students with a better quality of home backgrounds (with a higher level of education of parents, a higher status of working parents and a greater number of books in the home) achieve better results in computer and information literacy.[39] Social-demographic factors of education and occupation of parents, place of residence and income level affect the intensity of Internet

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36 The authors created the sample group of 13 children and 14 adult and used the content analysis method. (For more information, see: TUKKANEN, T., WILSKA, T. A.: Online environments in children's everyday lives: children's, parents' and teachers' points of view. In *Young Consumers*, 2014, Vol. 16, No. 1, p. 13).

37 Digital literacy of population with basic education reaches 63% of population with secondary education 87% and of university graduates 95%. (For more information, see: VELŠIC, M.: *Digitálna gramotnosť na Slovensku.* Bratislava : IVO, 2013. [online]. [2015-10-13]. Available at: <http://www.ivo.sk/buxus/docs//publikacie/subory/ Digitalna_gramotnost_2013.pdf>).

38 ICILS 2013 study, which measured computer information literacy was conducted in 18 countries and involved 2,944 students in 167 schools in Slovakia. (For more information, see: *ICILS 2013: Medzinárodná štúdia počítačovej a informačnej gramotnosti*. [online]. [2015-10-13]. Available at: <http://www.nucem.sk/ documents/27/medzinarodne_merania/icils/publikacie/ine/Kr%C3%A1tka_ spr%C3%A1va.pdf>).

39 Influence of parental education on children's level of digital competence is also supported by the findings of the PIAAC study focused on qualitative assessment of the different competences, including digital competences and the ability to use them in practice. According to the findings, more than 90% of those, whose none of the parents reached a level of secondary education with GCSE, achieved little or no ability to use information and communication technologies. The study tested the level of digital literacy in a sample of 16-65 year olds in 2011 to Slovakia. (For more information, see: *PIAAC Slovensko 2013: Národná správa. Výskum kompetencií dospelých: Elektronická platforma vzdelávania dospelých v Európe.* [online]. [2015-10-13]. Available at: <http://www.oecd.org/site/piaac/Slovakia_in%20Slovak.pdf>).

use by parents, the degree of awareness of the time range and content of digital children's participation, as well as the perception of positive aspects and risks associated with digital participation.[40]

Parents with higher education are more aware of the risks impact of computers on their children, especially in the risk of developing a mental horizon and the child's personality. These parents were more likely than others agreed with the positive impact of ICT on education of children. Expressions of the digital generational divide, according to some authors, can be identified in reflection of information on the time and content scope of digital children's participation among parents and children. Estimates of the degree of parent's awareness of the time range and content of digital children's participation vary among children and parents.[41] According to Slovak empirical findings, *"the awareness of parents about the digital children's participation is higher among parents with higher education and mentally working parents while the older parents, less educated, manual workers, the unemployed, and parents from poor households more likely are not able to watch the content of children's activities in the digital space because of their digital illiteracy."[42]* Part of the parents does not have the necessary digital competence in order to participate in the digital environment of their children. It is the parental mediation, which is social-demographically differentiated, that may be important in terms development of critical thinking, reflection and the ability to process information in the digital space in the future. Based on the findings on the digital literacy and digital participation in Slovakia and abroad, social-demographic differences in the level of digital competence of parents (digital literacy) as well as in digital ethos (time and content range of digital participation and perception of positive and risk aspects associated with digital participation), represent the basis for a formation of digital habitus of children, acting as a mechanism of reproduction of patterns of digital participation.

Conclusion

In this work we followed the digital participation of children and parents in the context of *digital habitus,* reflecting social-demographic differences in

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40 VELŠIC, M.: *Deti a rodičia v kyberpriestore.* [online]. [2015-10-13]. Available at: <http://www.ivo.sk/buxus/docs//publikacie/subory/Deti_a_rodicia_v_kyberpriestore.pdf>.

41 Experiences of the research suggest that children generally estimated lower degree of awareness of parents about their activities, as well as lower rates of parental mediation as parents (parents vice versa), as a result of social pressure put on the respondent's appropriate response. (For more information, see: ÓLAFSSON, K., LIVINGSTON, S., HADDON, L.: *How to research children and online technologies? Frequently asked questions and best practice.* London : EU kids Online, 2013, p. 63).

42 VELŠIC, M.: *Deti a rodičia v kyberpriestore.* [online]. [2015-10-13]. Available at: <http://www.ivo.sk/buxus/docs//publikacie/subory/Deti_a_rodicia_v_kyberpriestore.pdf>.

digital competence and in perception of positive and risk aspects of the digital participation and the awareness of parents about children's participation in the digital world (*digital ethos*).The empirical findings confirm that the digital habitus is determined social-demographically and it acts as a reproductive mechanism of the level of digital literacy in Slovakia.[43] Based on empirical data on digital literacy in Slovakia[44], the digital generational divide can be identified in the case of the members of the first internet generation of the children (born in the second half of 90's) and their parents (born 1962-1974), as the level of digital competence of parents is lower than in the group of children in the studied groups (88%, 100%). The signs of the digital divide in the field of digital literacy are disappearing for the parental generation in the average reproductive age (currently 25 to 32 years). This generation is being formed as a future first internet generation of parents, accompanying their children without digital divide in the level of digital literacy. The signs of digital generational divide can be reflected in the area of the digital ethos. Empirical findings confirmed partly different perceptions of risks associated with the digital environment for children and parents and a different reflection of awareness of children's digital participation among children and parents. We can expect some forms of the digital divide decreasing in intensity due to the convergence of the level of digital competence and digital ethos of parents and children (f.e. in the field of expectations of the transformative power of Internet) in future. The digital divide may, on the contrary persist in the areas of awareness of activities of children in the digital space, or in digital participation of children realized more with friends than with their parents.

We can assume the persistence and reproduction of increased threats and risks in the field of digital participation among children of parents who currently often lack the necessary digital competence to accompany children in the digital space. The fact that parents do not adequately perceive cyberbullying, as well as a risk of dependence on the digital space, as a threat, seems to be a problem. However, according to experts, primary prevention of the risks in the digital world are not mere structural determinants, but the meaningfulness of activities for children in the real world, offline availability of desirable leisure activities that children will enjoy and a harmonic domestic environment[45] that supports a forming

43 *ICILS 2013: Medzinárodná štúdia počítačovej a informačnej gramotnosti.* [online]. [2015-10-13]. Available at: <http://www.nucem.sk/documents/27/medzinarodne_ merania/icils/publikacie/ine/Kr%C3%A1tka_spr%C3%A1va.pdf>; *PIAAC Slovensko 2013: Národná správa. Výskum kompetencií dospelých: Elektronická platforma vzdelávania dospelých v Európe.* [online]. [2015-10-13]. Available at: <http://www.oecd.org/site/piaac/Slovakia_in%20Slovak.pdf>.
44 VELŠIC, M.: *Deti a rodičia v kyberpriestore.* [online]. [2015-10-13]. Available at: <http://www.ivo.sk/buxus/docs//publikacie/subory/Deti_a_rodicia_v_ kyberpriestore.pdf>.
45 TOMKOVÁ, J.: *Deti trávia na internete veľa času. Kedy už ide o závislosť?* [online]. [2015-10-13]. Available at: <https://www.iedu.sk/poradenstvo/prevencia/ Documents/Tomkova_cas%20na%20internete.rtf>.

of the secure patterns of digital participation. The media environment with several functioning prevention projects in Slovakia support the achievement of this objective. Finally, we would like to point out the need for further empirical investigation of digital participation on a sample of children and their parents in Slovakia. Based on quantitative and qualitative methods, these findings could contribute to the advancement of knowledge on the development of intergenerational reproduction of digital habitus and thus characterize the evolution of the digital generational divide as well as social-demographic determination in this area.

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DIFERENCES BETWEEN FILM REVIEWS PUBLISHED IN SELECTED REPRESENTATIVES OF THE BRITISH, AMERICAN AND SLOVAK DAILY ELITE NEWSPAPERS

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Abstract

The paper is concerned about the differences between writing and publishing reviews in selected representatives of daily elite press – the British *The Guardian*, the American *The New York Times* and the Slovak *SME*. The research sample consists of reviews of eleven Oscar winning movies: *American Sniper, Boyhood, Birdman: Or The Unexpected Virtue of Ignorance, Ida, Imitation Game, Interstellar, Selma, Still Alice, The Grand Budapest Hotel, Theory of Everything* and *Whiplash*. The reviews were published from October 14th 2013 to March 8th 2015. Online versions of selected dailies published 55 film reviews altogether. The author of the paper compares different approaches to writing of one of the most popular opinion genres – *review* and via the use of the quantitative and qualitative content analysis points to differences between the newspaper traditions in the elite press of three different countries.

Key words:
Criticism. Elite press. Online journalism. Review. SME. The Guardian. The New York Times.

1 The elite press

So-called "elite" press is also known as "qualities" or "broadsheet newspapers" in the Great Britain or "prestigious" (prestížna), "serious" (seriózna) or "influential" (mienkotvorná) in Slovakia. Titles are characterized by a serious approach to treatment issues, verifying information sources, sophisticated linguistic expressions and objectivity. Their readership consists mostly of university-educated people. Its content mostly focus on current domestic and foreign politics, economy issues, finance, social life, culture and sports.[1] The representatives of this kind of press are for example the American *The Wall Street Journal, The New York Times*, the British *The Guardian, Daily Telegraph, The Times, Financial Times* and the Slovak *SME, Pravda, Denník N.* The opposite of this group of newspapers is represented by so-called "tabloid press", also known as "mass", "red-tops" of "*yellow papers"*. The United Kingdom distinguishes also the third group – middle-market (aka mid-market) newspapers. Concerning the main topic of the paper, defying differences between film reviews that occur in various cultures (the USA, UK and SR), the author of the paper has chosen three representatives of daily elite press, the British *The Guaridan*, the American *The New York Times* and the Slovak *SME*. (See also: Radošinská, J.[2], Višňovský,

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[1]   MERILL, J.: *The Elite Press: Great Newspapwes of the World*. New York, Toronto, London : Pitman Publishing Corporation, 1968, p. 11-13.
[2]   RADOŠINSKÁ, J.: Trends In Developement Of American Mainstream Production. In *Communication Today*, 2014, Vol. 5, No. 1, p. 19-22.

J.&Radošinská, J.[3]) All of the above mentioned papers pay attention to cultural events and performing and publish serious reviews that cannot be found in e.g. tabloid press. According to the research, *The Guardian* is the tenth most read newspaper in the United Kingdom.[4] In October 2012 its online version belonged, as well as *The New York Times* to the ten most widely read newspapers in the world.[5] The daily *SME* is one of the most favourite representatives of the elite press in the Slovak Republic.

In terms of periodicity, *The Guardian* is published six days a week (Monday to Saturday plus Sunday issue of The Observer). According to a readership, the paper belongs to the elite press. In terms of discussed topics we speak about universal periodical and from the perspective of financial affordability it is paid newspaper (hardcopy/ print version) but with specific features – free online version. It was founded by John Edward Taylor in May 5th in 1821 as *The Manchester Guardian*. Until 1836 it was published only once a week, from 1836 twice a week (Wednesday and Saturday) and from 1855 it became a daily newspaper. In 1995 the journal came out in its online version. Since then the domain changed – in 2008 to *guardian.co.uk* and in 2013 the readers can browse and read it on the site *theguardian.com*. In 2009 – 2011 *The Guardian* workers launched a new digital products and services, apps for iPhone, iPad Touch and the like. Even after the 2011 digital expansion silenced, constantly looking for new applications and platforms, nowadays the mentioned journal can be read on the Kindle, iPad, Android, BlackBerry, Facebook, etc.. The readers of its online form can read main sections such as *world, politics, sport, football, opinion, culture, business, lifestyle, fashion, environment, tech* and *travel.* Each of the sections is further devided into various thematical blocks. Because of the aim of the present paper, the author consideres only the section culture Despite the topic we consider just the section *culture. The New York Times* belongs to the range of elite print periodicals of a universal character. The first issue was published on September 18th in 1851. It began to emerge as penny press but it differed in focus.[6] Since January 22nd in 1996 the newspaper has passed on the web. A selection of daily news, discussion forums, and important information was accessible online from 1994 but to

3   RADOŠINSKÁ, J., VIŠŇOVSKÝ, J.: *Aktuálne trendy v mediálnej kultúre*. Trnava : FMK UCM v Trnave, 2013, p. 97-108.

4   *ABCs: National daily newspaper circulation June 2014.* [online]. [2015-10-10]. Available at: <http://www.theguardian.com/media/table/2014/jul/11/abcs-national-newspapers>.

5   *ComScore: Most Read Online Newspapers In The World: Mail Online, New York Times, The Guardian.* [online]. [2015-10-11]. Available at: <http://www.comscore.com/Insights/Data-Mine/Most-Read-Online-Newspapers-in-the-World-Mail-Online-New-York-Times-and-The-Guardian>.

6   ŠEFČÁK, Ľ.: Zrod bulvárnej tlače v USA – II. In *Otázky žurnalistiky*, 1998, 4/1998, p. 304. [online]. [2015-10-08]. Available at: <http://www.aepress.sk/zurnal/full/oz0498g.pdf>.; PREDMERSKÁ, A., SCHMIDTOVÁ, M.: Comparison of the opinion genres of the English written journalism: editorial, column and review/criticism. In RUSU, I. (ed.): *European Journal of Science and Theology*. Romania : ECOZONE, Publishing House, 2015, p. 57.

a limited extent. The content of the online journal has been charged since 2005 is. (Unlike The Guardian, which is still provided free of charge.) The subscriber of the newspaper can be find in the main page information divided into various sections: *World, Politics, New York, Business, Opinion, Technology, Health, Sports, Arts, Style, Food, Travel, Magazine, Real Estate, Obituaries* and *Conferences.* Each of the sections has, again, various subsections.

2 The review and criticism as the opinion genres

The French term *genre* originated from the Latin term *genus* which means a *kind, sort.* It represents all categories of art – literature, theatre, film, music, fine arts, etc. But we can apply them also to journalism. Different countries use different approaches to genres division. The English speaking countries (in this case the UK, USA and Canada) differ between two dominant groups of journalistic genres: *news* and *opinion.* According to the authors of the paper *Comparison of the Opinion Genres of the English Written Journalism – Editorial, Column and Review/ Criticism*, news genres are further divided into two groups – *hard* (*straight*) news and *soft news* (or so called *feature*). Some theorists recognise also the third category – *in-depth-news* or *deep news* and *in-depth articles* or *depth articles* – statements or stories which need not only description of event or happening but also author´s further investigation (background details and development trends). As to the news values, among the most important belong: *timeliness, proximity, prominence, consequence, human interest* and *conflict.* The main part of the daily newspapers usually consists of *news* mentioned above. The other group is so called *opinion genres* representing opinions of journalists, contributors or the readers of the newspaper. They are primarily published on the *opinion pages* (also known as *editorial pages* and *opposite-editorial pages/ op-ed pages*). The most common opinion genres are *editorials, columns, reviews/ criticisms, letters to the editor, cartoon, comic strips, comics, mini-torial* and *adver-torial.* The importance of the genre *review* can be supported by the claim of the Czech author who states that "*Reviewers are now in the newspapers very often regarded as an essential cadre cultural section.*"[7] The origin of the term comes from Latin *recensio* – censorial inspection, review. Journalists use review in evaluation of works of art (literature, theater, film, television programs, music, art, exhibitions, concerts and i.), scientific works (monographs, textbooks, scientific papers) and cultural events (festivals). The growing trend of writing reviews about the service – eg. restaurants, coffee shops, hotels; means of transport (cars, motorcycles, etc.), modern technology (cameras, smartphones, tablets, GPS, MP3 and MP4 players, and the like) or computer applications cannot be forgotren as well. The English speaking countries recognise three basic forms – review, criticism and review criticism.[8]

7   DOLANSKÁ, N.: Recenze. In OSVALDOVÁ, B., HALADA, J. (eds.): *Praktická encyklopedie žurnalistiky a marketingové komunikace.* Praha : Libi, 2007, p. 168.
8   FOX MOTT, G.: *New survey of journalism.* USA : BARNES&NOBLE, Inc., 1969, p. 298.

In the Slovak genre theory one cannot find the term *review criticism*, but it is still applied to practice and many reviews are written by the use of rules applied directly to such kind of reviews. in this „form". English written journalism theory recognizes also so-called *reportorial review* (containing more factographical information), *opinion review* (dominance of evaluation elements)[9], „round-up" reviews[10] and many others. Journalist often combine reviews with another journalistic genres, depending on the facts they want to inform about. For example, if a journalist is not sufficiently informed about the concrete art, Titchener C. notes that the intention to write a review can flip to the report and it is a fair description of artistic event. A form of *advance story* becomes ncreasingly popular. It can be characeterised as a combination of „*advance*" and „review" („*TV Tips*", respectively description of a film or episode of series in advance even before airiding on television). Usually it includes at least a recommendation or opinion or the expected success of the film, eye-catching text on page journal's interviews with famous personalities (*The Celebrity Interview*), particularly in the section Entertainment (Entertainment) or so-called „*preview*". Eventhough there is no fix structure of a review, C. Titchener defines five elements that this particular genre should conists of: a strong opening, strong closing, identification, summary and opinion.[11] Too many journalists tend to identify summary (eg. in the review processes of films, television programs, plays or books) with the synopsis although their distinctive difference. Synopsis is a chronological calculation of key moments, which also has a „storyline" (plot). The summary is used to inform readers about what a book, play, film or television program is about. It does not indicate the place or time of an event, it does not even need to mention each character.

3 The research sample

As it was already mentioned, the object of the research (the research sample) consists of reviews of Oscar winning fiction films published in online editions of selected elite newspapers – the British *The Guardian*, the American *The New York Times* and the Slovak *SME*. The attention is paid to full-length feature film publicly listed in 2014, namely: *American Sniper, Birdman: The Unexpected Or Virtue of Ignorance, Ida, Imitation Game, Interstellar, Selma, Still Alice, The Theory of Everything, The Grand Budapest Hotel* and *Whiplash*. Based on previous knowledge and acquired research data the author presents a comprehensive set of findings concerning the application of *review and criticism* published in current elite press in Slovakia, the UK and the USA. The sample covers of 55 with reviews. Ten of the texts were published in online form of Slovak daily *SME*, 34 in

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9   VOJTEK, J.: *Žánre anglicky písaného novinárstva: s ukážkami*. Trnava : FMK UCM v Trnave, 2012, p. 45.

10   GILLBERT, H. et al.: *Writing for journalists*. London, New York : Routledge, 2002, p. 109.

11   TITCHENER, C. B.: *Reviewing the Arts*. New Jersey, London : Lawrence Erlbaum Associates, Publishers, 1998, p. 31-34.

the British *The Guardian* (11 of them were so-called *First Look Review*, 12 classic review, 11 published in Sunday's edition of *The Guardian* – in *The Observer*) and 11 published in the US periodical *The New York Times.*

3.1 Reviews published in the British daily The Guardian

Movie reviews in the online form of the elite daily *The Guardian* are published in the section "Culture" in subsection "*film*", in the category of "*reviews*". Apart of reviews situated in the above mentioned sections, readers find texts related to film happenings in the categories *news, movie news from recent significant world events* – in February Oscars in 2015, currently in Cannes in 2015, *video, talking points* (words, places for the discussion), *interviews* (words. interviews), *regulars* (words. regular columns), *DVDs and downloads* (words. DVDs and materials to download), best of 2015 (words. the best of 2015) and other subsections. Reviewers published a total of 34 reviews of films awarded at least one Oscar for 2014. The reason for the apparent disproportion (in comparison with the other two online dailies of the research) is that *The Guardian* devoted reviews (not just film happenings) large space and generally provides the views of several critics for individual work. In the cases under research (11 full-length feature films that critics of the American Academy praised the Oscar) for each film formed at least three reviews, for the film *American Sniper* even four reviews. In the terms or form, the reviews are built up the same way: *title* (including a name of the film), *subtitle* – accompanied by hyperlinks to the related texts, video and audio information inserted into the text and by the end digital interconnections the content "related" texts. Subtitles generally include the following information: name of the actor (8), artistic means of expression (7, eg. a metaphor, simile), a brief review of the film (6, a recommendation for the audience), the name of the director (5), the theme of the film (4), genre (4), the name of the main character (3) and inspirational sources for writing the script for the film (1).

So-called *First Look Review* (first seeing of the film, but not a premiere) is always the first reported in *The Guardian*. These reviews tend to be shorter in scope (during the reporting period, the number of characters, including spaces ranged from 3286 to 4951, 4067 in average). The reviewers usually write such reviews at major film festivals. They usually attach only one photo from the film (seven cases, three editors enclosed two photos and one added three photos). Audiovisual attachments were, compared to photographs, rarer phenomenon (five reviews were accompanied by none, authors of another four reviews enclosed one video and two authors enclosed two AV formats). The amount of hypertext links included in these reviews fluctuated between numbers 0 – 13, 4 in average. The authors have referred to the specific concepts related to the review. Reviewers used hyperlinks to refer to other texts related to film events (e.g. interviews with actors, directors, filmmakers, production financing statements and the expected success, etc.). The most common reviewers of the *First Look Reviews* were. Xan Brooks (3), Catherine Shoard (3), Henry Barnes (2), only one review was written by Peter Bradshaw, Andrew Pulver and Steve

Rose. The other form of reviews published in *The Guardian* were the "*major reviews*". Eleven of the twelve reviews (12 due to film American Sniper which was analysed in four reviews) was written by Peter Bradshaw, authorship twelfth include Alex Needham. Several reviews of Peter Bradshaw bore features of critics (range, depth processing, wide dispersion topics), but in comparison with the review publication in the American newspaper *The New York Times* (that are considered real critics), reviews in *The Guardian* precisely belong to the genre of *review criticism*. The length of individual reviews in the diffusion ranges from 4,839 to 5,582 characters (including spaces), with an average of 5049 characters. Working with reviewers hypertext links varies between the numbers 0 to 12, 5 in average. Authors usually attach one photo (eight reviews, for two reviews to be accompanied by two photographs, and one enclosed once three and once four pictures) to their texts. In case of half reviews under study (6), readers could watch two audiovisual recordings (usually official trailer of a film and possibly a whole video interview with the creators and cast of the film), four reviews did not enclose any video and two reviews included one audiovisual record.

The last group of reviews was published in the Sunday edition – *The Observer*. It has similar characteristics to *The Guardian*, writers publish their texts in both *The Guardian* (Monday – Saturday) and *The Observer* (Sunday) as well. The analysis of the reviews published during the week and weekend allows us pointing to the contrast – the differences between the reviews (scale, depth, language, etc.). The formal aspects and the overall visual representation of reviews are the same. Headline, subtitle, the text inserted related to the peer-reviewed film under the subtitle, the main text, accompanying photos, audiovisual records, a formal evaluation of the film represented by stars (1-5) and a special category of "*film of the week*" is found in both forms of online journals. In the Sunday edition reviewers processed also all eleven films. Their length ranged from 2,115 to 6,139 characters (including spaces). Only in three cases (films *Ida, The Theory of Everything* and *American Sniper*) reviews were a little shorter, attaining length of up to 2942 characters. Other reviews (8) have always had over 5,000 characters, 4967 in average. Nine out of eleven reviews were written by a critic Mark Kermode, the other two were written by Jonathan Romney. Both authors worked with a hyperlink (4 – 12 refers to one review), with an average of six hyperlinks for one review. Although authors usually enclosed a single photo, one review was an exception where two photos from a movie were attached. In the most cases (6), authors offered also audiovisual recording, in three cases they enclosed two videos and in two cases no video was attached.

3.2 Reviews published in the American The New York Times

The readers of the daily *The New York Times* can find a score of films in the section *Arts*, in subsection *Movies* and in the category *Reviews*. The authors daily attach an overview of the cinematographic events, often even fifteen or more reviews. Friday issues tend to be most frequently updated (in relation to the film reviews). The reviewers analysed all of the eleven movies. Some texts gained

much more substantial extent than in the case of other online periodicals, such text can be therefore classified as criticism. It refers especially to texts of A. O. Scott. He was the author of 9 of the texts, the other two were written by Manohla Dargis. American reviewers/critics work with titles and subtitles. Subtitles were applied in ten out of eleven reviews. Titles usually carried the artistic elements such as metaphor, metonymy, comparisons (up to 9 times), revealed the main idea of the story (3), identified the name of the film (2), appointed the director (1) or actors (1). Subtitles complemented titles. Readers can usually find out the name of the film (7), brief presentation of a story (3), director (3), and the cast (3). Unlike titles, subtitles carried higher information notice and they did not contain artistic elements. The length of reviews ranged from 4014 (the only exception with a shorter range) to 10,716 characters (including spaces), the average number of characters was 8110. The review writers of *The New York Times* on this area dealt with the main storyline of the film, presented the main and secondary protagonists and cast, evaluate acting, directing, in a few cases presented even work of cameraman (2) and screenwriter (2). The reviews in *The New York Times* were the most comprehensive, most of the analyzed texts can be classified as *critics*. We considered the scope and depth of processing, which is moreover connected with rigorous reasoning and often use technical terminology related to the film. Their assessment may be considered as most responsible and most precise.

An important factor of reviews in *The New York Times* is also working with hyperlinks that ranges from four to ten links to a text (1x10, 2x9, 2x8, 2x7, 1x6, 1x5 hyperlinks, 2x4 hyperlinks approximately 7 separate hypertext elements). In addition to the hypertext links, their texts were accompanied by pictures and videos. There was no case that a text was not accompanied by any photo or video. In two cases one picture was enclosed, in one case three and four pictures were attached once. In two reviews (movies and *The Grand Budapest Hotel* and *Imitation Game*) there was enclosed a whole "slideshow", i.e. a series of 14 and 15 photos and images related to the movie ratings. As to the audiovisual recordings, there was always at least one official trailer of the film, the majority of reviews (8) enclosed two videos. The other audiovisual element usually represented Videoreview with critics of *The New York Times*, or interviews with selected filmmakers. All of the above mentioned materials accompanying the text were marked by a brief description and name of the author (photo/video). The specifics of *The New York Times* newspaper are, from the author's perspective, two important facts absent in other periodicals under study, which are very useful for the reader and easy in terms of journalists' work. The first of them is an announcement about the age appropriateness – movie rating that alerts the parents to the movies suitable for children and encourages them to follow up after reaching a particular age. The second major strength is so-called "information box". It is published at the end of the review after the age suitability of the film. Readers can find here basic information about the film: a title, release date in the United States, the name of the film director, screenwriter, author, camera, sound editing, costumes, production, running time and the cast.

3.3 Reviews published in the Slovak daily SME

Reviews concerned with film events by online version of the Slovak serious journal *SME* were published in a separate subsection of section *Culture – TV and Movies*. From eleven analyzed films, the Slovak reviewers devoted just nine titles. They omitted films *Still Alice* and *Selma*. The reason is probably that these titles did not get to theatrical distribution in Slovakia and therefore, since the audience did not have the opportunity to watch this screenings in the cinema, there was no reason to review them. Reviewers wrote ten reviews altogether. The film *Theory of everything* was evaluated twice. Six reviews were written by Kristína Kúdelová, three of them by Miloš Ščepka and the last one by Marek Hudec. All of the authors have studies journalism or film science and criticism and are well-oriented in films and surrounded cultural events. The reviewers of the Slovak daily *SME* worked with titles, subtitles and lead paragraph. They used them for division of their texts (the rest of the research sample did not use it). Subtitles in the most cases defined the main idea of the film (4), title of the film (3), the name of the director (2) or have artistic character (metaphor, 1). Through the lead paragraph readers found out the name of the film (5), the name of the director (4), the main idea of the work (2) and in one case the name of the main actor's representative. The authors usually divided their texts into two or three thematic blocks, their subtitles were always tied to the content of the next text. The length of individual reviews ranged from 2,400 to 4,771 characters (including spaces), around 3,300 characters in average. In such range, the authors indicated the name of the director of the film, briefly defined the main story line, mentioned the names of major and minor characters and their actors representatives. They did not pay attention to music credits, cinematography, screenplay or original pattern (except of three reviews).

As to the argumentation (explaining the reasons and concrete examples of the main claims), the reviewers supported their claims just three times (out of ten). Publishing reviews in the mainstream forms of online titles in the English written journalism is therefore more systematic and organizationally sophisticated. Only three analysed reviews used two hyperlinks (links to other online presentation texts), in one review there was just one hyperlink and the rest of them used none. It is quite surprising, especially in the context of normal use of the possibilities of online journalism. This absence is particularly striking when compared with foreign titles under research. The author believes that increase of the use of hypertext, which is itself a time and space-saving "complement" of the text published online, could increase the readership of the daily. Reviews or text files were complemented by photographs and audiovisual recordings. Four reviews enclosed three pictures, in three cases reviews attached two pictures and in three cases there was added just one image. Audiovisual recordings (usually the official trailer of the movie), were added to each review, usually exceeding the length of two minutes. There were no other audiovisual recordings.

Summary

Considering the genre defining texts (based on research) we can conclude that the form of *review criticism* prevails in the English written journalism, in the US there were published mostly *critics* and in Slovakia *reviews*. Criticism is understandable only to more educated reader, the authors use professional terminology, recall details that support their claims, they provide deeper insight, pay attention to the multiple components of the film (director, best actor performance, previous actor's filmography, co-acting, do not forget about the script, camera, inspirational sources, the original template, etc.). Review is written for wider audience, primarily to inform about a new movie and it provides basic information – storyline, main idea, the name of the director, main characters etc. The average length of texts in the Slovak daily *SME* reached 3,556 characters (including spaces). Reviews published in the British *The Guardian* were divided into three groups, the average length of the so-called "*First Look Review*" was 4047 characters, the scope of the "*main review*" varies on average above 5049 characters and "weekend review", published in the Sunday newspaper *The Observer*, reached an average of 4,967 characters. As to the hypertext links, reviews published in daily *SME* used less than one hyperlink, authors from *The Guardian* worked with this phenomenon more often – *first look review* moves to number 4, "*major review*" 5 and review in *The Observer* 6 hyperlinks. We believe that hyperlinks in the text increase the readability of the journal broadening the horizons of the reader. The author believes that it would be appropriate, useful for readers and economically beneficial if domestic authors worked with the hypertext links more intensely and systematically. Positives: the Slovak authors work with titles, subtitles (they divide texts into smaller parts, which are easier to read, well-organized) and they write leads. The English written journalism uses only titles. The British newspaper offer three different perspectives, opinions of (usually) three different authors (reviewers/critics) – the first look review, main review and weekend review. The American newspaper catches attention of the readers also through the age-rating of the movie (advice for parents whether the concrete movie is appropriate for their children or not) and "star-system" (stars assigned to the film, depending on its quality – from 1 to 5).

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MUNICIPAL ELECTIONS 2014 IN SLOVAKIA − REFLECTION OF ELECTION CAMPAIGN IN MEDIA (PRE-ELECTORAL COALITIONS AS SIGNALING DEVICES)

Karol Šebík

Abstract
Activities of political subjects at the local level in Slovakia cover academic space, which is largely unexplored, respectively only a limited space is dedicated to this relatively interesting field of study. Additionally, this level of government does not attract media concern, which is concentrated around the political parties and their chief representatives serving parliamentary or governmental positions. But we believe that focusing on national politics is improper and the actions of political parties at local level are as important as their activities at the national level. The aim of this article is to examine the procedure of forming the pre-electional coalitions of political parties prior the municipal elections 2014 in regional cities. We are especially curious in decisions of political parties to install candidate alone or in coalition with other parties. Aim of this paper is thus to analyse possible application of theory of pre-electoral coalitions (PEC) in Slovak municipal elections.

Key words:
Municipal elections. Preelectoral coalitions. Slovakia.

Introduction

There is only a limited systematic investigation of pre-electoral coalitions, because majority of coalition literature is dedicated to creation of coalitions after the election. Strategies of government creation is a literature-rich and well established field of political science, but strategic behaviour prior the election lacks the academic interest. Only in the case-study literature do references to pre-electoral coalitions crop up with any semblance of regularity.[1] In the study of 364 elections in 23 advanced parliamentary democracies between 1946 and 2002, Golder found 240 instances of pre-electoral agreements.[2] This work is considered as the first systematic and cross-national study of pre-electoral coalitions and since its release we have witnessed gradual increase in amount of pre-electoral literature. Nowadays, study of pre-electoral coalitions is still relatively thin but grows and splits into subfields dealing with impact of PEC on

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1   MITCHELL, P.: Government Formation: A Tale of Two Coalitions. In MARSH, M., MITCHELL, P.: *How Ireland Voted*. Colorado : Westview, 1997, p. 249; HANLEY, D.: Compromise, Party Management and Fair Shares. In *The Case of the French UDF*, 1999, Vol. 5, No. 2, p. 173; SAALFELD, T.: Germany: Stable Parties, Chancellor Democracy, and the Art of Informal Settlement. In MÜLLER, C. W., STRØM, K.: *Coalition Governments in Western Europe*. Oxford : Oxford University Press, 2000, p. 36.
2   GOLDER, S. N.: *The logic of pre-electoral coalition formation*. Columbus : The Ohio State University Press, 2006, p. 13.

government formation,[3] pre-electoral alliances in presidential elections,[4] PEC in non-democratic regimes[5] and mainly the character of post-election bargaining process in situations with previously announced electoral coordination of campaigns.[6] It seems that politics at local level belongs to primary areas of Slovak academic interest, even more if we can easily identify several works which in some manner deal with our topic. But the majority of works analyses regional self-government in the context of public administration reform. These works deal with particular issues of state power devolution to local and regional authorities,[7] the institutional character of these processes[8] or regional differences.[9] Despite the undoubted benefits to our research goals, all these publications have limited applicability, because they do not treat the activities of political parties at local level or they analyze political parties in relation to politization of process of public administration reform. Another group of works analyses the activities of political parties, but focuses mainly on the national level. In these references may be found interparty links associated with the organizational structure and role of lower organizational units.[10] The smallest portion of publication deals with the municipal elections, analysis of their results, the distribution of support for individual parties, the success of coalitions and independent candidates, as well as longer-term trends observable across multiple elections.[11] It is obvious that there is a small amount of literature from which it is possible to start, but a substantial portion of research questions remains untouched.

3   CARROLL, R., COX, G.: The Logic of Gamson's Law: Pre-election Coalitions and Portfolio Allocations. In *American Journal of Political Science*, 2007, Vol. 51, No. 2, p. 305; DEBUS, M.: Pre-electoral Commitment and Government Formation. In *Public Choice*, 2009, Vol. 138, No. 1, p. 54.

4   BORMANN, N. CH., GOLDER, M.: Democratic Electoral Systems around the World, 1946-2011. In *Electoral Studies*, 2013, Vol. 32, No. 2, p. 365.

5   TAKAHASHI, M.: United We Fall: Pre-Electoral Coalition and Electoral Disaster in Zambia. In *The Annual Midwest Political Science Association National Conference. Conference Proceedings*. Bloomington : MPSA, 2010, p. 8.

6   CHATTERJEE, K. et al.: A Noncooperative Theory of Coalitional Bargaining. In *The Review of Economic Studies*, 1993, Vol. 60, No. 2, p. 465; BANDYOPADHYAY, S., CHATTERJEE, K., SJOSTROM, T.: Pre-electoral Coalitions and Post-electoral Bargaining. In *Quarterly Journal of Political Science*, 2011, Vol. 6, No.1, p. 9.

7   NIŽŇANSKÝ, V.: Spoločenský, historický a európsky kontext reformy verejnej správy na Slovensku. In MESEŽNIKOV, G., NIŽŇANSKÝ, V. (eds.): *Reforma verejnej správy na Slovensku 1998 – 2002*. Bratislava : IVO, 2002, p. 20-21.

8   PILÁT J.: Inštitucionálny aspekt reformy verejnej správy. In MESEŽNIKOV, G., NIŽŇANSKÝ, V. (eds.): *Reforma verejnej správy na Slovensku 1998-2002*. Bratislava : IVO, 2002, p. 63.

9   KLING, J.: Regionálna politika a regionálny vývoj. In KOLLÁR, M., MESEŽNIKOV, G. (eds.): *Slovensko 2002. Súhrnná správa o stave spolocnosti*. Bratislava : IVO, 2003, p. 112-113.

10   ONDRUCHOVÁ, M.: *Organizácia politických strán a hnutí na Slovensku*. Bratislava : IVO, 2000, p. 23-24.

11   MESEŽNIKOV, G.: Politické strany vo voľbách do orgánov samospráv a obcí. In MESEŽNIKOV, G. (ed.): *Komunálne voľby 2002, Slovakia*. Bratislava : IVO, 2003, p. 61.

1 Theory of PEC

As opposed to term 'coalition', which is identified by Laver and Schofield (1990, p. 67) as an executive coalition – two or more parties that contribute members to a cabinet and lend it parliamentary support,[12] pre-election coalition is more diffucult to define. Due to relatively lack of interest in pre-electoral cooperation in political science, pioneering definition came from work of Golder. She define PEC as 'a collection of parties that do not compete independently in an election, either because they publicly agree to coordinate their campaigns, run joint candidates or joint lists, or enter government together following the election'.[13] Not only the definition but also her two criteria for identifying the existence of PEC are broad. The coordination of party strategies must be announced publicly and member parties cannot compete in elections as truly independent entities cover variety forms of parties cooperation: 'nomination agreements', joint lists, 'dual ballot instructions', 'vote transfer instructions' and 'a public commitment to govern together' after the election. As Allern and Ayllot point out, Golder definition blurs an important difference between an electoral and a pre-electoral coalition. While the former one is formed to avoid the penalties imposed on smaller parties from many electoral systems, the reason behind the latter one is the pre-electoral decision on coalition government after the upcoming elections. The strongest version of a PEC has a written form and is linked with a potential distribution of office benefits or to policy issues in a way that amounts to a common platform or manifesto.

It looks that theory of PEC is hardly applicable on local level. Although authors dealing with PEC come with the evidence of its relevancy in the context of various types of elections, local elections and corresponding strategic behaviour of alliances are not subjects of research at all. Going even further, legislative framework of local self-government in Slovakia seriously delimits the possible application of PEC theory. Every one of previously mentioned authors deals with the situation, in which the government or other executive office is created immediately after election. But there is no local government or cabinet in Slovak local self-government. The only executive mandate obligatory created after the election, is the office of mayor. Although we deal with mayor elections, we argue, that theory of PEC can be utilized for the analysis of local MP's election. In situation, where all laws are iniciated and anected by the local assembly, pre-electoral alliances serve as a more evident and more binding signal of upcoming post-election cooperation for voters as it would be in the systems, in which creation of local executive is dependent on unpredictable bargaining proccess. In the Slovak case, the electoral success in means of gaining the majority of seats by the coalition stands as explicit guarantee of post-electoral cooperation. For Slovak

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12   LAVER, M., SCHOFIELD, N.: *Multiparty Government: The Politics of Coalition in Europe*. Michigan : University of Michigan Press, 1998, p. 131-132.

13   GOLDER, S. N.: *The logic of pre-electoral coalition formation*. Columbus : The Ohio State University Press, 2006, p. 12.

voters, the PEC could be the more evident manifesto of future cooperation than for the voters in systems with formation of local cabinets. In the works dedicated to PEC, two main hypothesis can be found. First of them, called disproportionality hypothesis, interprets the emergence of PEC as the outcome of disproportional electoral system in multiparty spectrum. According to this predominant argument, disproportional electoral systems encourage pre-electoral coalition formation, because electoral rules that consistently benefit larger parties should encourage leaders of small parties to agree on pre-electoral alliances. The more disproportional the electoral system, the greater the incentives for preelectoral alliances.[14] Under the assumptions of signaling hypothesis, the reason for forming alliances is rooted mainly in behaviour dimension of election process. Pre-electoral coalitions are more likely to form when voters face high uncertainty about the identity of future governments and PEC can serve as a signal for voters, what will executive policy of their party look like after the election.

As the name of hypothesis suggests, pre-electoral coalitions are treated as signalling devices with respect to voters. But signal could be interpreted in several ways and according to Golder we can distinquish several reasons to form a coalition: (i) a signal of ability to form an effective government coalition, (ii) to signal the identity of a potential future government, and (iii) to signal the desire of political parties to give voters a more direct role in choosing government coalitions.[15] The very first argument can be found in systems with dominance of single party for a long period of time. In such systems, PEC are formed by the opposition parties and establishment of pre-electoral cooperation sends a signal for voters, that parties can be a serious and viable alternative. PEC can serve as a prevention for wasting opposition votes and ability to compete with the rulling party can encourage voters, who in systems with predominance of one party usually use strategic voting rather than voting for the first and original preference. Predominance of single party even in fully democratic system is quite often feature and election results of Slovak local election demonstrate that signaling hypothesis could be implemented on local level too. Since the first local election in newly established Slovak republic in 1994, we have witnessed predominance of single party – Movement for Democratic Slovakia, resp. after 2006 Smer – Social Democracy even at local level. Although semiproportional election system used in Slovak local election, unlimited vote, could produce majoritarian results, such distribution of mandates is not guaranteed as opposed to plurality voting systems. If PEC could send signals to electorate, that cooperating parties are reasonable alternative to rulling party, election campaign prior the 2014 local election in Slovakia have confirmed argument about the PEC as a signalling devices. We argue, that many electoral campaigns not only in regional cities have transformed into the most radical form of election fight

14 STROM, K., BUDGE, I., LAVER, M. J.: Constraints on cabinet formation in parliamentary democracies. In *American Journal of Political Science*, 1994, Vol. 38, No. 2, p. 306.

15 GOLDER, S. N.: Pre-electoral coalitions in comparative perspective: A test of existing hypotheses. In *Electoral Studies*, 2005, Vol. 24, No. 4, p. 649.

of opposition parties against the rulling party and its representatives. Mainly the local elections in Bratislava, Prešov, Žilina, Košice and Nitra have been held as a referendum against/for rulling mayors and because majority of them have been officially or informaly associated with SMER SD, we can consider election of mayors in previously mentioned cities as a voting against/for Smer SD. As we have mentioned above, the non-existence of government formation can seriously limit of PEC applicability in Slovak local election, and thus the second interpretation of PEC as a signalisation of a identity of potencional future government. In mayor election, post-election bargaining process absents at all and due to the first-past-the-post voting system, the office of mayor is a true reflection of aggregation of voters' first preferences. No uncertainity about the identity of future government caused by the negotiation process in systems with used two-round voting procedures can effect voting behaviour in Slovak local systems.[16] We also argue, that in Slovak local system without cabinet, legislative body is the supreme branch due to responsivity for initiation and anection of all new laws and pre-electoral coalitions in elections of local MP's could signal the identity of the whole legislative body. The party or the coalition, which controls local legislative assembly, controls the whole political proccess in the city. According to theory, function of signaling the identity of PEC can be used to signal both with whom member parties will try to form a government if elected and with whom they will not. As a result, pre-electoral coalitions can be expected to offer benefits to risk averse voters who would rather know the identity of the post-election coalition for sure rather than wait for the lottery that occurs during a government coalition bargaining process. These benefits are likely to be quite significant in those countries where the post-election bargaining process is very uncertain. Usually during complicated post-election bargaining proccess, parties are quite explicit in their campaign messages about the coalition government that they will form if elected.

The final alternative of the signalling argument is a reaction to uncertainity of post-election bargaining proccess, which is negatively viewed by the voters. Negotiation about the future composition of government between parties and more often only between their party leaders is a blind and very often controversial procedure. From this point of view, creation of executive is far more legitimate, if voters knew ahead of time what they were voting for. PEC could strengthen a voters' role determining government coalitions. This kind of public justification behind the electoral coalitions can be barely transferred from democratic political systems of western Europe to region of post-communist countries. Benefits from direct popular mandate could outnumber losses resulting from formation of PEC in contries with lenghty democratic tradition. But we claim, that in countries

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16 As opposed to many examples from the Slovak presidential election or the election of chairmans in self-governing regions, in which very often a candidate with significantly smaller proportion of the votes in first round have became a surprising winner due to strategical voting or delegated support from unsuccesful candidates. (Remark by K. Š.).

with political culture for which is typical an antipathy of party leaders to give up even the smallest portion of decision powers, this argument is not valid.

2 Regional cities and electoral campaigning

Bratislava (and whole Bratislava self-governing region) has a slighty different position in Slovak electoral map. For a long period of time, it has been a region with strong support for centre-right The Slovak Democratic and Christian Union – Democratic Party (SDKÚ – DS). Nowadays, its preferences are falling under the level of electoral threshold, but its ex-voters relocate into other centre-right parties and Bratislava is still a region with majority of centre-right electorate. Even on municipal level, election gains of social-democratic and governmental party SMER SD and its candidates are in Bratislava traditionally very small. The only exception were municipal elections 2010 and win of leftist candidate Milan Vtáčnik. Distribution of seats after 2014 hasn´t changed significantly, but results of mayor election became a quite big surprise. Opinion polls before elections favoured former minister and unsuccessful presidential candidate Milan Kňažko and incumbent mayor Milan Vtáčnik. We claim, that political campaign in Bratislava drew a perfectly clear picture of relations between party identification, party support and candidate image in the Slovak municipal elections. Slovak voters at municipal level favours independent candidates or authorities distanced themselves from party politics. Both favorites in Bratislava presented themselves as independent candidates, but Kňažko has a support of KDH, NOVA, Sieť, SDKÚ-DS, Most-Híd, SZ and Vtáčnik has a support of SMER SD. But one month before elections, liberal-right coalition of Sieť, SDKÚ DS, SaS, Most-Híd decided to withdraw its candidate Tatiana Kratochvílová in exchange for support to Milan Kňažko. Few days later, another candidate, enviromental activist Miroslav Dragun, withdrew his candidancy from the elections and claimed his support to Kňažko too. Coalition parties and Dragun thus called for the same move made by an another independent candidate Ivo Nesrovnal. However, he refused and on the contrary, he called such a move as ‚a political trade at the highest municipal level‘. Election results and win of underdog candidate Nesrovnal show an animosity of Slovak voters to political parties and their political moves.[17]

Similar animosity to traditional political parties in Trnava resulted in an electoral victory of independent candidate and activist Peter Bročka. Additionally, there was a gain of 15 seats for independent candidates (NEKA) in the municipal assembly. Dissatisfaction with economic performance and city financial management led to the election failure of candidate Ján Žitňanský who had the support of the centre-right coalition dominated by KDH (all 3 previous mayors came from KDH). The

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17   HORVÁTH, P., ŠEBÍK, K.: Voting behavior and municipal elections 2014 in Slovakia. In *Slovak Journal of Political Science (Slovenská politická revue)*, 2015, Vol. 15, No. 2, p. 97.

same reason of dissatisfaction caused the electoral fiasco of SMER SD, which lost its comfortable majority from previous elections and its candidate for mayor, Bystrík Stanko, gained only 24,24% in comparison with 48,02% for Bročka and 24,49% for Žitňanský. The 2014 municipal elections confirmed recent trends that the elec-torate in Trnava tends to vote against party politics. Traditional support of KDH is disappear-ing and share of votes for OĽaNO increases. The rhetoric of OĽaNO's leader Igor Matovič is heavily nonpartisan and OĽaNO itself operates as a separate electoral list and not as a united political party. The elections of 2014 in the regional cities of Nitra, Košice and Žilina proved quite similar. SMER SD had strong election support, demonstrated not only in the results of previous municipal elections, but in the latest parliamentary, presidential and regional elections. In these cities, political parties focused on election of mayors. Opposition parties tried to initiate a referendum against incumbent mayors, but all of them failed. In Žilina and Košice mainly due to political trades with support for candidates similar to Bratislava. The withdraw of Róbert Kašša in Žilina and Alena Bašistová in Košice as candidates in return for support for another rightist candidate did not reach the intended goal. A fiasco of opposition parties in Nitra lies in longstanding pragmatic coalition of political parties united against the Hungarian minority. The recipe for a successful referendum against an incumbent mayor was found in Prešov, where the merging of political parties against SMER SD found a positive feedback in the electorate due to relative stable support for one of the opposition party. Support for KDH in Prešov can be seen in accompanying diagram. SMER SD's popularity declined in favor of independent candidates in Trenčín. Looking at a composition of the city assembly, dramatic election success of independent candidates is ob-served, 20 seats out of 25. In B. Bystrica, the power balance between political parties became relatively stable and SMER SD controls the majority of municipal seats. In the election of mayors in both cities, formally independent candidates gained seats. It must be stressed, that both mayors had been independent only officially, because Richard Rybníček in Trenčín had the support of SMER SD and 7 rightist parties while Ján Nosko had the support of a coalition of Smer-SD, SNS, and SDKÚ-DS.

3 Political party SIEŤ as signaling device during local election 2014

The very first public statement about possible withdraw of candidate prior the 2014 local election came on 30th October 2014 by political party SIEŤ. Not only content of official anouncement made by chairman and founder of SIEŤ, Radoslav Procházka, but also timing of press conference must be analysed in the light of previous party electoral affairs. On 30th October, Radoslav Procházka has declared, that chairmanship of SIEŤ, appeals to its city headquarters in Prešov and Košice to confirm their determination to strike an open battle with the ruling party SMER SD, and in this battle party's local organisations should support a candidate who had the best position to succeed. The main declared aim of SIEŤ has been a creation of strong and consistent center-right government

in 2016, which will give to party an opportunity to implement its plan of good service to people. To fulfil this aim it will do everything that need to be done in joining together political forces. Due to respect of SIEŤ to needs of regions in Slovakia, the chairmanship entrusts the final decision in both cities to its local representatives. Final decision must be adopted no later than November 4th, and in close cooperation with both candidates. SIEŤ as a single center-right political party has began an open electoral struggle with SMER SD in Nitra city, and thus party appeals to other center-right political parties to support a single center-right mayor's candidate in this city, Mrs. Dominika Tekelyová.

Picture 1: SIEŤ official press conference in Nitra
Source: *Komunálne voľby v mestách Prešov, Košice a Nitra*. [online]. [2015-10-25]. Available at: <https://www.youtube.com/watch?v=pkMAmu3qgkU>.

Picture 2: SIEŤ official press conference in Prešov
Source: *Komunálne voľby v mestách Prešov, Košice a Nitra*. [online]. [2015-10-25]. Available at: <https://www.youtube.com/watch?v=pkMAmu3qgkU>.

Picture 3: SIEŤ official press conference in Žilina
Source: *Spájame pravice v Prešove.* [online]. [2015-10-25]. Available at: <https://www.youtube.com/watch?v=cUjMPiayjbU>.

Official press conferences in Prešov and Košice came just few days after controversal withdraw of centre-right coalition candidate in Bratislava. Tatiana Kratochvíľová has been an coalition candidate for mayor election in Bratislava for 2 months, but 3 weeks before election, coalition of SIEŤ, SDKÚ DS, MOST-HÍD and SAS has decided to withdraw its candidate and declared its support for

M. Kňažko. However, this political move stirred up antagonism not only between coalition and its candidate, but even between coalition parties themselves, because liberal SAS decided not to support M. Kňažko. And very first withdraw of candidate has not came in coordination with Kratochvílová ans thus conflict between coalition and its former candidate escalated in social media. On 28th October 2014, son of T. Kratochvílová started a dispute, when he posted status in which he declared that his mother even didn't know about press conference in which coalition withdraw its support and decided to support independent candidate M. Kňažko. Immediate reaction came from SIEŤ chairman and sequence of events related to official withdraw of candidate resulted in a public statement made by Kratochvílová. She posted on her official facebook account, that her candidacy was based from its very begining on the incentive to improve conditions in Bratislava city. She was choosed by a coalition as an expert and thus she accepted an offer. But she strongly refused coalition appeal to withdraw her candidacy on behalf of tactical coordination during electoral struggle between the left and the right. As she stated, she always fight for something, not against something. Her value structure is different from political values of M. Kňažko, but legislative framework of Slovak local elections enable a withdrawing of candidacy by proposer even against the will of candidate.

Conclusion

Electoral campaign of SIEŤ during Slovak local elections 2014 became an exception in traditionaly shy electoral behaviour by political parties. On a long-term basis, Slovak political parties hesitate to declare post-election cooperation in advance. As we proved, PECs can serve in Slovak local elections as a signaling devices of possible post-electoral cooperation, but very rarely are these signals emphasized by publicly announced declarations. Moreover, more sophisticated examples of tactical campaigning as withdrawing of candidates and declaration of support to other candidate has been even more rare in previous elections. But with the creation of political party SIEŤ, theory of PEC as signaling devices has became more and more applicable on local level in Slovakia.

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BOOKS AS A PART OF CONSUMER CULTURE

Zuzana Slušná

Abstract

Reading is an important cultural, social and intellectual activity: it is a self-regulated behaviour carried out by the reader who is also a part of a social system. Reading itself, as well as its performance, is both a processual and a culturally-constructed phenomenon. Reading has become a natural cultural activity, as we read virtually anywhere. Reading has become a complementary activity, filling spare time. Accordingly, the content read has been adapted to the new function of reading. An ever increasing portion of the literary market is occupied by products that do not even pretend to offer any value to the reader any longer. Reduction of the recipient to a consumer is accompanied by the resignation on the perception of complex structures and configurations, the stagnation of the synthetic and analytic abilities, as well as the atrophy of the sense for aesthetic values.

Key words:
Book. Consumer culture. Consumerism. Cultural patterns. Reading.

Introduction

Reading is one of the key cultural activities; it is a part of cultural literacy. Not that long ago, the ability to read presented a relatively clearly set symbolic boundary (M. Lamont). In this sense, reading is a positively valued cultural activity, for the practicing of which the mastering of the valued cultural and social capital is expected. Reading and reading habits are "markers" of the social status of an individual. In the modern society, reading represented a positively valued cultural activity: its propagation and practicing correlated with the attained level of education and the socioeconomic status of an individual. On the current stage of post-industrial society, also commonly labelled the "stage of information", reading has become an **essential competence for civilization**. Reading is a cognitive ability and one of the communication skills, and, as reading literacy, it represents a measurable outcome of the educational process. Reading literacy is one of the components of cultural literacy. Reading partakes in the formation of important, or even crucial, social sources constituting – in the words of Kenneth Burke – the "equipment for living". We read to learn, to obtain everyday information, we read for pleasure and entertainment. Reading activates the intellect and imagination, but it can also fill spare time. The key constituents of the process of reading are books, but foremost their readers: the patterns and ways of executing an activity, as well as the *traces* they leave behind in the texts they read. Reading continues to be an activity which society deems fundamental, important and of social value. The behaviour of the readers is mapped, measured and reported via quantitative parameters (percentage of readers, number of books sold, number of libraries, etc.). The Eurobarometer 278 study performed in 2007 revealed that reading is an affordable and widely performed cultural activity. Slovakia belongs among

demographically homogenous countries with only minor differences between the countryside and metropolitan agglomerations; from the perspective of the availability of education and the level of education of the citizens, regions are not radically differentiated, as compared to other countries. Furthermore, Jiří Trávníček derives the specifics of the Czech (and partially the Slovak) literary market from the existence of the tradition of reading supported by revivalist initiatives of national culture, as well as from the creation of a developed and well-functioning network of public libraries (and the related law no. 430/1919 Coll. on public municipal libraries, which presented progressive legislative solutions at the time).[1] The culture of reading is built on a strong base of readers, foremost among senior citizens. Older generations of readers have fixed reading habits; according to the Eurobarometer 278 study from 2007, one half of the respondents visited the library at least once a year and 80% of the respondents read at least one book a year.[2] In Slovakia and the Czech Republic, giving books as presents is also more frequent than in other countries. Another distinctive trait is the globalization of the book market: imported and translated products produced only to sell well hold a strong position. Umberto Eco sees this part of the literary production, primarily distinguished by superficial likeability, as a subcategory of bestsellers and calls them "best to sell" books.[3]

1 The transformations of reading as a dynamic cultural practice

Despite the attention of the academic world focused on the book as one of the key fetishes of the era of progress, the history of reading is a relatively new field of study. Reading is a phenomenon with a complex structure, its reflexion – as pointed out in the works of various experts (from the representatives of the cultural-historical school of *Annales*, to the theoreticians of the *Kostnica* school or Roger Chartier) – cannot be deduced from the social, cultural or political practice. The story of reading is written by the authors, the books, and foremost the readers. Reading itself, as well as its performance, is a processual, culturally and socially constructed phenomenon. The patterns of performance and manifestation of this activity are equally varied as culture itself. The forms and practices of reading are not attributed the same value by the society. In addition to privileged patterns of reading, there were – and still are – cases of marginalization or even criminalization of some patterns of reader behaviour in cultural history: when reading the holy script, active, whole-body reading (the synchronization of articulation of certain words, the rhythm of reciting and rhythmic swaying of one's body) was considered a privileged pattern, while silent reading was held in contempt and marginalized. The mastering of privileged patterns of reading represented a source of social and symbolic capital. The

1   TRÁVNÍČEK, J.: *Překnížkováno: co* čteme *a kupujeme*. Brno : Host, 2014, p. 192.
2   *European Cultural Values*. [online]. [2015-11-20]. Available at: <http://ec.europa.eu/culture/pdf/doc958_en.pdf>.
3   ECO, U.: *Poznámky na krabičkách od sirek*. Praha : Argo, 2008, p. 212.

performance of privileged patterns was associated with a higher level of added "cultural" value: the reading of works of the so-called high literature (fiction) or texts from the field of the so-called *humanities* is still considered an established, positively valued cultural activity. The reading of paperback products (trash literature and comics) has signalled a low social status and a low standard of cultural and social capital of an individual.

In Late Antiquity and the Middle Ages, the patterns of reading evolved from the social and cultural context, dominated by orality. Reading itself was not the most valued social or cultural practice – the highest status among the valuable and socially valued activities was attributed to the mastering of public performance (the art of rhetoric). Reading "with sounding words" was the preferred, culturally privileged pattern of reading; reading without a sound (silent reading) was considered a pathologic sign. In the Middle Ages, the keystone of the later "culture of silence" started to emerge in cloisters, and silent reading was gradually becoming an accepted form of reading. According to Albert Manguel, silent reading became socially accepted in the 10th century.[4] The invention of printing press boosted the dynamics of the diffusion of reading, influenced the profiling of the culture of reading and brought about a revolution in the culture of books. The diffusion of books, which accompanied the printing press as a technological innovation, progressed fairly quickly: according to Jiřina Šmejkalová, Europe was *flooded* with about nine million volumes, which, however, were imperfect, easily destroyed and quickly worn out, considering the early stages of the craft of printing books, in a relatively short period of time (about 50 years).[5] Books became a desired, yet still a relatively luxurious product: they are one of the first mass (factory-) produced and manufactured cultural products; the gradual commoditization and mass spreading of books took place in the modern, enlightened era. The diffusion of books was preceded by the spread of education, which was a precondition to the formation of a secular literary public and the formation of the later *res publica litteraria*. The first network of readers was also a communication network: its members spread information about literary production within the group; they passed insights on published works; they procured books for each other and lent them to others and they also established the practice of giving books as presents.[6] Further spreading of the reader base and the "domestication" of reading were enabled by the school reforms during the period of enlightenment, as well as by the codification of national standard languages. Benedict Anderson considers the ability to read to be one of the key preconditions for the functioning of the institutions of the modern society.[7] Reading has become a compulsory competence, the required pattern

4   MANGUEL, A.: *Dějiny čtení*. Brno : Host, 2007, p. 74.
5   ŠMEJKALOVÁ, J.: *Kniha: k teorii a praxi knižní kultury*. Brno : Host, 2000, p. 190-191.
6   PIŠNA, J.: Stručný přehled teorií a výzkumů historického čtenáře a dějin čtení raněnovověkého období. In PORIEZOVÁ, M. (ed.): *Studia Bibliotheca Posoniensis 2012*. Bratislava : Univerzitná knižnica v Bratislave, 2012, p. 13.
7   ANDERSON, B.: *Představy společenství. Úvahy o původu a šíření nacionalismu*. Praha : Karolinum, 2008, p. 81-96.

of practicing reading is part of the content of formal socialization and education and the structure of this pattern is subject to public supervision.

The modern times brought about a "reading revolution": the contours of modern reading culture (including the traditions, customs and rituals of readers) got more clear-cut, the modern-type reader and new patterns of reading emerged. Rolf Engelsinger states that stratified differentiation of the patterns of performing reading to professional, educational and leisure reading took place in the 18th century.[8] Through his essays, Michel Montaigne made reading a "popular" form of socially accepted escapism by confessing to escaping to the refuge of his study filled with books. Reading was a rational contemplative activity carried out in silence, in the asylum of a masculine private space. Parallel to silent, private reading, public reading was practiced, which was performed for groups of various sizes on various occasions, enabling collective sharing of the enjoyment of the text. Scripture reading became a variant of reading aloud: it represented a socially accepted form of practicing "female reading", as well as of education. The distinguishing between female and male reading was one of the symbolic boundaries of modern society. The practical functioning of this symbolic boundary was pointed out by Suellen Diaconoff. The literary heritage of Marie Antoinette was classified as books belonging to a library (on religion, history, science and art, as well as high literature) and books belonging to a boudoir. The boudoir was not a semantically neutral space: it symbolized a private realm dominated by the female principle. It represented archetypally female phenomena, which were marginalized by the modern rational discourse as extra-rational: emotions, sentiments, dreams, delight and female sexuality.[9] "Boudoir reading" connoted products of low social value aimed at women who did not care about their reputation, as it encouraged its readers to act and behave in a manner challenging the formulas of acceptable femininity.[10] Among others, Roger Chartier pointed out the cultural establishment of the negative connotations of "boudoir reading", foremost its cultural and social stigmatization, in his analyses. While the visual representations of reading men present reading as a contemplative activity of reason, the representations of reading women depict reading as an irrational state of female mind, such as erotic enjoyment.[11] Reading for pleasure took place in a private environment – for the performance of activities, such as reading, dreaming, weeping and experiencing delight, privacy and intimacy was required,

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8 ENGELSING, R.: *Bürger als Leser, Lesergeschichte in Deutschland 1500-1800.* Stuttgart : J. B. Metzlersche Verlag, 1974, p. 187.

9 DIACONOFF, S.: *Through the Reading Glass: Women, Books, and Sex in the French Enlightenment.* New York : State University of New York, 2005, p. 14.

10 SLUŠNÁ, Z.: „Drsné kočky" ako hrdinky paranormálnej urban fantasy pre ženy: nový ideál alebo inovovaný stereotyp. In *Art Communication and Popculture*, 2015, Vol. 1, No. 1, p. 46.

11 CHARTIER, R.: Culture as Appropriation: Popular Cultural Uses in Early Modern France. In KAPLAN, S. (ed.): *New Babylon: Understanding Popular Culture. Europe from Middle Ages to the Nineteenth Century*. Berlin : Walter de Gruyter, 2012, p. 236-237.

as, among others, Marcel Proust suggested. The private and intimate environment of a bed contributes to the performance of reading as of an idle activity, bringing irrational, sensual joy, with double sensuality: the intimate environment of a bed became a place where primarily perky, taboo contents were read, inadmissible in the public.[12] With the rise of boudoir reading, a new audience was formed which currently represents one of the most numerous and, at the same time, firmest cultural audiences: the female reader base. The commoditization of books and the formation of mass consumerist culture brought about another reading pattern: consumerist reading.

According to Roger Chartier, the versatility of reading practices is one of the key factors of enabling various meanings of the text in various contexts and environments.[13] The performance of reading in the information-based and consumerist society of today is subject to the "cultural economy of time and space" on a much larger scale. In the context of the accelerated dynamism of the post-industrial era, the very act of reading is performed as a **fragmented activity**: we steal "time" to read from "other" time (leisure time, work, vacation, sleep, etc.). The history of literary culture is a testimony of changes in practicing the patterns and strategies of reading. Since the beginning of modern era, "literary culture" has been transformed to an ever increasingly diverse and differentiated system. With the onset of the epoch of writing, literature became an autonomous system with its own structure and laws, which exists in the context of other interacting systems (such as economy, politics, education or culture). The internal differentiation of literary culture is interrelated with the differences in the concepts on the functions and qualities of literary works, the differences in programs and publishing policies of publishers, the dynamic changes in the preferences of readers, and the changes of functions of the roles of actors of literary culture. As the patterns of reading, silent or loud reading, reading alone, repetitive or selective reading, extensive and reading comprehension can be listed. The culture of reading is not only formed by books as basic media (their form, the ways of obtaining books, the patterns of using books and the proofs of reading books), but also by reader aids (bookmarks, reading glasses, magnifying glasses, the material equipment of the reading environment including lighting).

2 Reading as an essential and ordinary activity

Reading has become an unsubstitutable, commonplace and ordinary activity. The **unsubstitutability of reading** stems from the process of civilization: the current stage of the development of society, also labelled *the stage of information*,

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12 MANGUEL, A.: *Dějiny čtení*. Brno : Host, 2007, p. 201; SLUŠNÁ, Z.: Čítanie v kontexte kultúry konzumovania: „ženské" popkultúrne artefakty a aktivity. In BALLAY, M. (ed.): *Minority v subsystéme kultúry.* Nitra : UKF v Nitre, 2014, p. 370.

13 CHARTIER, R.: Culture as Appropriation: Popular Cultural Uses in Early Modern France. In KAPLAN, S. (ed.): *New Babylon: Understanding Popular Culture. Europe from Middle Ages to the Nineteenth Century*. Berlin : Walter de Gruyter, 2012, p. 244.

is based on producing and circulating information. The fundamental change of the new model of economic relationships (**knowledge economy**) was pointed out by Peter Drucker: neither land, nor work or capital are the determining factors of today, but rather it is knowledge, insight and information. In his work titled *Cyberculture* (2001), the theoretician Pierre Lévy stated that the cultural and social context of the so-called information society requires more complex knowledge and more refined competencies than only gathering information, usually through reading. He highlighted the following cognitive abilities as the most important new competencies: prioritization, selecting information sources, filtering information based on their context and quality, categorization and classification of data, and the synthetization and correlation of information. Producing, reproducing and circulating information, insights and knowledge have become the drivers of knowledge economy in the new economic sector of *knowledge industry*. Knowledge industry is based on cooperation, integration and unification of sectors and segments, which can continue to function independently, but through cooperation itself, transcending conventions and expectations, it enables unveiling innovative solutions to problems.

The important changes in performing the patterns of reading include domestication, which is tied to reading becoming commonplace. Reading has become such an ordinary activity that we are not even aware of its performance. The current stage of civilization is characterized not only by the "excessive pressure" of information and the decomposition of content as well as of the communicated object through various media and layers of coding. Hypermodernism extends the experienced world by a virtual space; it enables simulations and makes simulacrums even more "real". The global culture of the hypermodern era is based on visuality, on a system of symbols interconnected into references with multiple levels of coding forming readable, interpretable and decodable texts. The global visual culture covers film, television, photography, animation, news, digital images, internet and its social networks. **In the environment of a globally cosmopolitan culture, which produces and distributes information as over-production, reading is** not an extraordinary or conscious practice, rather an **automated and ordinary** one. Reading piles up on colourful, diverse activities, it overlaps with education, work, public function, with vacation and tourism, with leisure time and relaxation activities, as well as with creativity and entertainment. If the modern period "discovered" "reading in bed", then the present associates reading to new, until recently unimaginable spaces. We read anywhere and everywhere: in bed before going to sleep, in waiting rooms, on the beach, while traveling by public transport (by plane, bus, train or the underground), at home sitting at the kitchen table or while watching the television, or even in fitness centres while performing (some) exercises. Reading is not performed in silence and in the refuge of a private micro-cosmos; performing contemplative reading silently is currently a rare phenomenon even when studying. Silence is not only a luxurious commodity, but, for many, even

a pathological phenomenon, as it is tied to a time when we *are not entertained and are not experiencing anything*.[14]

The manifestations of cultural "domestication" of books can be perceived since the modern period. Desacralization of books and profanization of reading were part of this process. If, in Middle Ages, the "visual" of the book connoted a multitude of important information on the functions and the value of the book, since the modern period, the book has been gradually transformed to consumer goods, to an object used every day. Domestication, commoditization and "democratization" of books do not mean that books have been completely stripped of the function of signalling the accumulated cultural capital. Representative editions, books bound in leather on display are still functioning as home decorations, increasing the symbolic capital of the household, while brochure formats (*paperbacks*) represent widely available and easily replaceable consumer goods. Umberto Eco states that the modification of the cultural elements (books) is a part of the process of crisis of the previous cultural model,[15] a redefinition of the functions according to a new contextual framework. In this contextual framework, in which the distinguishing of goods and services based on the scale of attributed value (the dichotomy of the high and the low), is relative, the levels of symbolic production are complementary and interchangeable. The process of making reading commonplace was accompanied by the transformation of books to a consumer commodity. Books are not sold only in specialized stores, but also in supermarkets, there is a wide network of book "rentals" (this function is not fulfilled only by libraries) and, in the context of new media – a new option of "downloading" (legally or illegally) of the electronic version (i.e. e-book) has emerged.

The commoditization of books is a part of deep social and cultural changes causing "chaos" and disorganization in both the republic of literacy (A. Petrucci) and culture. The "republic of literacy" is a specific type of a symbolic space which, in the modern period, was a privileged space for scholars, representatives of the intellectuals and for the cultivated social and cultural elite. It became the "temple and refuge" of those who needed reading to be able to perform their occupation or who manifested their extraordinary cultural, social or professional status through reading, while the ability to read was not the only condition for entering its sacred ground. The processes of desecularization and democratization violated the "republic of literacy" in such an extent that it does not stand a chance under the untiring oppression from producers, in captivity of the unpredictable desires of the recipients, under the usurping scrutiny from the electronic media and in competition with the leisure-time, consumable lures. The space constructed and cultivated by the intellectual elite is now open to everyone and

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14 SCHULZE, G.: *Erlebnisgesellschaft*. Kultursociologie der Gegenwart, Frankfurt : Campus Verlag, 2005, p. IV.
15 BENCZEOVÁ, B.: *Postmoderná filozofia kultúry*. Bratislava : UK v Bratislave, 2014, p. 63.

everything, in the spirit of the ideals of democracy, tolerance and pluralization. The Czech literary theoretician Jiří Trávníček labelled the consequences of the conquest "*překnížkováno*" (booked-over).[16]

3 I need to read; I cannot (?) read: the dilemmas of a hyperconsumerist reader

The "new" reader behaviour, identified by both experts and many involved amateurs alike, is a perceptible manifestation of the dynamism of reading. It is accompanied by the **transformation of general cultural literacy** as a localizable field of knowledge, which can be placed over the level of everyday knowledge, but below the level of expert knowledge. The profiling of a new type of reader literacy corresponds to the new cultural situation forecasted in the works of Pierre Lévy, Manuel Castells and Vilém Flusser. The contours of the new cultural situation are demarked by the establishment of a new paradigm of information technology, the new logic of working with information and the need to replace the literary thinking with a new type that would allow the user to process the rhizomatism of cultural symbols and messages. Global network connections, the era of instantness and easy and immediate availability are the most frequent features of the new type of anthropological space. According to Pierre Lévy, this space is composed of human technologies, extended communication resources, new strategies of signifying, establishing of new conventions and the dominance of new representations, with new types of cultural forms and products, a new type of knowledge, a new type of social interactions, as well as new patterns of performing cultural activities associated with it. The everydayness of reading is supported by new media, which are disrupting the traditional and conventional patterns of reading and, at the same time, they establish new patterns of reader behaviour. New media, including e-books, are becoming co-actors of the literary culture. The technological innovations extend the use of books and they enrich the traditional print media with a huge spectrum of possibilities. In the present culture of over-production and hyperconsumerism, the book has become an object the values and functions of which are determined by the user. The desacralized book might have lost its "aura", its functions may have been changed, but they have not been lost. The information-based society set information and content on a pedestal. They circulate, commanding the attention of the perceiving and – considering their unparalleled boom – they create "information smog", encumbering and discouraging potential recipients. Over-production has become a new type of symbolic boundary in the culture of consumption: the recipients have grown weary of the inevitability of choice; they have become insecure in their value and critical judgement. The most common answers to the question of why recipients did not buy books included "too many options".[17]

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16 TRÁVNÍČEK, J.: *Překnížkováno: co čteme a kupujeme.* Brno : Host, 2014, p. 45.
17 Ibidem.

Many recipients are ill prepared for the reality of "new culture", in which the images, information and messages are stacked, overlapping or even shouting each other down. The structure of cultural competences lacks the establishment of a sufficient perceptive (or aesthetic) experience. The awareness of aesthetic ideals and norms (as well as their function and significance) is withering away, while some forms of artistic expression are becoming (or remain) available to a limited group of recipients. A large part of general public is not aware of the specifics of the creative process or the modes of expression of individual arts. In many cases, the abilities to confront the immediately perceived with past experiences are absent. An ever increasing portion of the population admits that the perception of perceptively and symbolically demanding contents and forms is evaporating from among their interests and preferences. However, based on various researches, experts suggest that not participating in some activities does not have to necessarily mean that the given activities or cultural fields are not to our liking. Lack of interest or keeping distance may be caused by limited free time or the **ill-preparedness of the recipient**, not only by the refusal of high culture.[18] The culture of participation – as this new type of culture was characterized by Henry Jenkins – requires specific cultural establishment of distributed and presented information, as well as a specifically poised and open-minded recipient. In the process of participating in various meanings and codes, the orientation in figures, languages and codes requiring interpretation and/or comprehension is becoming the key strategy. A new type of culturally and socially transferable knowledge with its own sphere of *praxis*, its own strategies of mythization and its specific rituals is being profiled in the context of culture of participation. Comprehension and thorough knowledge of symbolic and semantic particularities of various cultural contexts are required for their useful utilization. At the same time, dynamic existence is also an exclusive and specific trait of this "new" culture: its creators create it by experiencing it. The comprehension of the experienced differentiates the creative *flâneurs* form their mainstream imitators. Thus, the culture of participation and sharing is ultimately more difficult to comprehend.

In the context of the culture of consumption and hyperconsumerism, information and the media on which they are stored are becoming ordinary, everyday commodities. The formal shape of cultural products and services are indubitably influenced by the "economy of prestige" (J. F. English). Moreover, the media environment itself has significant impact: the changes in the functioning of the culture of writing (and the related changes in reading as a cultural practice). In the context of the culture of consumption, the perception of contents is transformed to their "consuming". Reading is more easily available: it is no longer an exclusive competence; it is a part of elementary education and, in the context of information-based society, it is a socially inevitable ability. The performance of reading is changing under the influence of patterns of consumption. Focused

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18   THRANE, C.: Sport spectatorship in Scandinavia: A class phenomenon? In *International Review for the Sociology of Sport*, 2001, Vol. 36 , No. 2, p. 156.

reading with comprehension is becoming an increasingly demanding activity: it requires attention and focus, while, at the same time, the ability to process texts with a more complex informational and symbolic coding (not only literary texts, but all kinds of symbolic texts) is declining. Compared to the past, a much richer variety of texts is read: newspapers, magazines (both printed and electronic), fiction, educational literature and leisure-time literature.

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VALUE ORIENTATION OF ADOLESCENTS IN DIGITAL AGE

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Abstract

This paper intends to compare structures of preferred values between adolescents, focusing on year 2011 and year 2015. The research sample composed of Slovak adolescents (N=418). In order to record value preference structure changes, we have pursued our research in 2011 (N=250) and in the year of 2015 (N=168). The value structure was searched using PVQ questionnaire (Portrait Value Questionnaire, Schwartz, 2003). The identified results have shown changes in the preferred value structures (statistically significant difference), proving that the importance of preferred values has grown. Digital culture that current adolescent generation is being brought up in reflected in the increase of following values: universalism, benevolence, conformity, success and self-direction.

Key words:
Adolescents. Generation Z. Marketing communication. Values.

Introduction

Values are a significant source of motivation and an inevitable part of human life. When analysing people´s behaviour during consumer behaviour, their value orientation is one of the most important segmentation criteria of psychographic segmentation of consumers. As marketing sector proves, the value preferences are of greater informative value towards purchasing behaviour than e.g. sociodemographic data. Values are being formed during socializing consumer behaviour and are one of the most important decision-making and consequent purchasing behaviour factors. Value preferences that depend on culture, customs and standards will reflect in frame that we use for communication when approaching consumer.[1],[2] Throughout social, political and economic sciences as well as throughout history, the interest to take up preferred values as a certain society culture orientation was witnessed. According to Prunner[3], value can be understood in its three meanings: 1/ value as a quality of things that people strive to achieve (focus onto satisfaction of human needs), 2/ value as a positive appreciation of the object of human relations (relationships) and 3/ value as a general criterion used to assess various objects. This understanding enables us to define the importance of values to a person as such and becomes a basis for the evaluation of the importance of values for the person when pursuing orientation

1   ŠRAMOVÁ, B., DŽUPINA, M., JURÁŠKOVÁ, O.: Impact of value structure on brand engagement depending on degree of self-esteem of adolescents. In *International Journal of Innovation and Applied Studies*, 2013, Vol. 3, No. 4, p. 933.
2   ŠRAMOVÁ, B.: Brand engagement for university students in depending on the structure of values. In *Procedia – Social and Behavioral Science*, 2015, Vol. 174, p. 2520.
3   PRUNNER, P.: *Výskum hodnot*. Plzeň : Eroverlag, 2002, p. 21.

in social context.[4] Value is often understood as subjective appreciation or level of importance that an individual assigns to certain things, phenomena and symbols or to other people.[5]

Different value orientations between various segment representatives are influenced so by the cultural as well as by social and economic factors. In order to make the communication towards consumer´s segment more targeted and accepted by segment itself, it is necessary to know the target group we are approaching.[6] Also according to Světlík[7] the knowledge about target group takes one of the highest ranks in the planning process of advertisement message communication. Here, not only information on age, gender, economic or social status matters, but also knowledge on motivation sources (meaning: needs, values, habits, interests, ideals), lifestyle[8] and in ideal case also information on personal characteristics of the consumer. In the presented paper we focus on adolescence, while analysing given segment considering age, lifestyle[9], as well as generation subculture.[10] Adolescence is a period of physical development (physical development completes, changes get slighter) as well as mental development changes (quality of thought operations changes, development of critical thinking abilities peaks).[11] This is a period, where an individual easily understands given advertisement motive, but does also perceive it highly critically.[12] We can also witness strong materialistic orientation and identification with celebrities.[13] According to Kraus, currently the life passes way too fast and does not create sufficient space for continual incorporation into society, we lack necessary patterns and the whole process of social maturation reduces to practical living. This result into a fact that young people often live from one day to another, not having any long-term goals, not maintaining greater spiritual values, not spending their time valuably.[14] Adolescence is an important period for construction of own

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4   Ibidem, p. 22.
5   PRŮCHA, J.: *Pedagogický slovník*. Praha : Portál, 2008, p. 95.
6   JURÁŠKOVÁ, O., JUŘÍKOVÁ, M., KOCOUREK, P.: Brand building of a University as an integral part of the educational process. In *The Turkish Online Journal of Educational Technology*, 2015, Special Issue No. 3, p. 84. [online]. [2015-09-03]. Available at: <http://tojet.net/special/2015_9_1.pdf >.
7   SVĚTLÍK, J.: *O podstatě reklamy.* Bratislava : Eurokódex, 2012, p. 229.
8   VYSEKALOVÁ, J. et al.: *Psychologie reklamy.* Praha : Grada Publishing, a.s., 2012, p. 78-120.
9   ŠRAMOVÁ, B.: *Osobnosť v procese ontogenézy.* Bratislava : Melius, 2007, p. 71.
10   SCHIFFMAN, L. G., KANUK, L. L.: *Nákupní chování.* Brno : Computer Press, 2004, p. 64.
11   ŠRAMOVÁ, B.: *Osobnosť v procese ontogenézy.* Bratislava : Melius, 2007, p. 118.
12   CALVERT, S. L.: Children as consumers: Advertising and marketing. In *The Future of Children*, 2008, Vol. 18, No.1, p. 207. [online]. [2015-09-10]. Available at: <www.ncbi.nlm.nih.gov/pubmed/21338011>.
13   ŠRAMOVÁ, B.: Media literacy and Marketing Consumerism Focused on Children. In *Procedia – Social and Behavioral Science*, 2014, Vol. 141, p. 1026.
14   KRAUS, B. A. et al.: *Středoškolská mládež a její svět na přelomu století*. Brno : Paido, 2006, p. 51.

personal and social identity.[15] Search for meaning of life, self-definition in social sphere, importance of position within social group of peers – these are only a few relevant factors informing about this important sensitive human period of life. An adolescent confronts values, goals, attitudes that are being presented to him by parents, school, peers, media or other social groups.[16] Current adolescents that we classify as Generation Z, use digital technologies very intensively. They also use multi-information sources frequently.[17] On one hand, this may be very useful when searching for answers to personal and social identity questions, on the other hand it may also be confusing. To stay oriented in a plethora of various information (often contradictory, but also health harming) is very difficult, mainly when speaking of information processing, evaluation and of time spent in technology environment. Social development is marked by necessity to create social groups based on fellowship and friendship.[18] Adolescents establish new relationships that become part of their new identity. They search for groups that are separated from parents, they strive to be independent and make thing on their own. They learn to be socially skilled, mainly when communicating with people of different age and cultures. In this period, same-age groups have a significant influence on their consumer behaviour, preference of brands and loyalty to those.[19,20] Social relationships get established, built, and discarded in virtual reality. On one side, the internet may higher social isolation, on the other side it also may help to develop social relationships.[21,22] Communication by means of social networks, addiction to media, mainly on internet is typical for adolescents of this age. According to findings[23] communication is the most

15 ŠRAMOVÁ, B.: *Osobnosť v procese ontogenézy.* Bratislava : Melius, 2007, p. 169.
16 HAMRANOVÁ, A.: Values and value orientation of high school students. In *The Turkish Online Journal of Educational Technology*, 2015, Special Issue No. 2, p. 716. [online]. [2015-09-03]. Available at: <http://www.tojet.net/special/2015_7_2pdf.>.
17 BANYÁR, M., ŠULA, T.: Innovative Marketing as a Tool for Building a Positive Image of an Institution of Higher Education and Increasing the Competitiveness of its Graduates – Analysis of the Functional use of Projects of the Department of Marketing Potential for Integration in to the Teaching Process. In *Procedia – Social and Behavioral Science*, 2015, Vol. 175, p. 149.
18 ŠRAMOVÁ, B.: *Osobnosť v procese ontogenézy.* Bratislava : Melius, 2007, p. 119.
19 ŠRAMOVÁ, B., DŽUPINA, M., JURÁŠKOVÁ, O.: Impact of value structure on brand engagement depending on degree of self-esteem of adolescents. In *International Journal of Innovation and Applied Studies*, 2013, Vol. 3, No. 4, p. 934.
20 ŠRAMOVÁ, B.: Media literacy and Marketing Consumerism Focused on Children. In *Procedia – Social and Behavioral Science*, 2014, Vol. 141, p. 1027.
21 MAZZARELLA, S. (ed.): *20 questions about youth & the media*. New York : Peter Lang Publishing, Inc., 2007, p. 58.
22 VALKENBURG, P., PETER, J.: Social consequences of the internet for adolescents: A Decade of research. In *Current Directions in Psychological Science*, 2009, Vol. 18, p. 1.
23 VRABEC, N.: *On-line generácia: informácie, komunikácia a digitálna participácia mládeže v informačnej spoločnosti*. Bratislava : IUVENTA, 2009. [online]. [2011-02-15]. Available at: <https://www.iuventa.sk/sk/Vyskum-mladeze/Vyskumy-katalog-dat/2009/On-line-genracia-informacie-komunikacia-a-digitalna-participacia-mladeze-v-informacnej-spolocno.alej>.

frequent motivation for the usage of internet, whereas most of the analysed respondents communicate via social networks. Considering the aforementioned information, we have set the goal to compare the structure of preferred values among adolescents in the year 2011 and year 2015. We presumed a shift of the preferred values structure, so that the newer values will reflect digital age current adolescents are being brought up in. To process the data statistically, we have used SPSS 18 program.

1 Method and research sample

Research sample composed of 418 Slovak adolescents aged from 16 to 19 years (AM=18,5). To catch up the shift of preferred value structure among adolescents, we performed research in year 2011 (N=250) and in year 2015 (N=168). In order to detect values and value orientation of searched sample, we have used PVQ – *Portrait Value Questionnaire* – an abridged version of a 56-item Schwartz Value Survey.[24] The questionnaire consists of 21 characters of persons and the task of participants was to indicate at a 6-point categorical scale (1. very much like me, 2. like me, 3. somewhat like me, 4. a little like me, 5. not like me, 6. not like me at all), how much they resemble given portraits. Given portraits of people surveyed ten values: power, achievement, hedonism, stimulation, self-direction, universalism, benevolence, tradition, conformity, security (the value of the first order). Ten values were possible to combine into four levels higher, i.e. 2nd order – value orientations (Self- Enhancement, Self-Transcendence, Openness to change, Conservation).

Table 1: Reliability coefficients for the 1st and 2nd order values of Portrait Values Questionnaire (PVQ)

Values- 1st order	Amount of items	Cronbach´s α	Values- 2nd order	Cronbach´s α
Power	2	0.41	Self-Enhancement	0.81
Achievement	2	0.38		
Universalism	3	0.45	Self-Transcendence	0.73
Benevolence	2	0.37		
Hedonism	2	0.45	Openness to change	0.75
Stimulation	2	0.49		
Self-Direction	2	0.45		
Tradition	2	0.48	Conservation	0.79
Conformity	2	0.42		
Security	2	0.39		

Source: Own processing

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24 SCHWARTZ, S. H.: *A Proposal for Measuring Value Orientations across Nations*. [online]. [2013-09-14]. Available at: <http://www.europeansocialsurvey.org>.

2 Results

If we consider time when looking at the differences in the occurrence of individual values, we can see that the differentiation between 2011 and 2015 as for occurrence of values of adolescents is statistically significant amounting to 1% and 5% level of value significance: universalism (t=-6.71; p=0.000), benevolence (t=-2.94; p=0.005), conformity (t=-2.83; p=0.004) self-direction (t=-2.21; p=0,031) and achievement (t=-7.45; p=0.000 (1st order). Given differences reflected also in the level of the 2nd order of values, meaning that statistically significant differences in occurrence of values among adolescents considering time passage were witnessed in self-transcendence (t=4.10; p=0,000) and self-enhancement (t=-4.51; p=0.000) (Tab. 2). Increase of values in 2015 in comparison with 2011 was witnessed in value of *universalism*, defined by understanding, appreciation, tolerance, inner harmony, social and nature protection. The measurements showed highest increase in 2015 in the value of *achievement* defined by direction of adolescents on ambitions, achievement of their goals, demonstration of their competences, abilities, and achievement of others peoples´ recognition. *Benevolence* characterized by readiness to help, loyalty towards own friends was increased in the second measurement of adolescents – in year 2015. There was a shift in value structure that showed also in *self-direction* defined by necessity to stay independent, to make up new things constantly. *Conformity* as control over own acts, tendencies and impulses – not to break social expectations or social norms, courteous and polite behavior, honoring parents and seniors – got slightly increased in 2015.

Table 2: Differences in value characters (t-test) of adolescents in 2011 (N=250) and in 2015 (N=168)

Values 1st order	AM 2011	AM 2015	t	p
Universalism	2.20	2.64	**-6.71**	**0.000**
Benevolence	1.86	2.04	**-2.94**	**0.005**
Conformity	3.29	3.41	**-2.83**	**0.004**
Tradition	3.02	3.01	0.76	0.420
Security	2.75	2.74	2.75	0.423
Power	3.19	3.25	-2.39	0.048
Achievement	2.59	3.01	**-7.45**	**0.000**
Hedonism	2.09	1.93	1.96	0.358
Stimulation	2.52	2.42	0.89	0.379
Self-Direction	1.83	1.99	**-2.21**	**0.031**
2nd order				
Self-Transcendence	2.03	2.34	**-4.10**	**0.000**
Self-Enhancement	2.89	3.13	**-4.51**	**0.000**
Conservation	3.02	3.05	-0.97	0.390
Openness to change	2.15	2.11	0.98	0.389

Source: Own processing

Considering preferred value orientation of adolescents it is obvious that the time passage proved increase of *self-transcendence* (comprising universalism and benevolence) and *self-enhancement* (comprising achievement and power). It was the value of *power* defined by social status and prestige, feeling of strength, tendency to order and control others, demonstration of own domination that ranked as second after *conformity* as a second most occurring value in both analyzed years of measurement.

Conclusion

Knowledge of values and value orientations is considered to be one of the key fields of consumers´ behaviour research, mainly if adolescents in the development phase of their personal and social identity are considered. They also grow up in the society filled with digital technology that on one hand positively contributes to development process and on the other side sets limits to the same process (e.g. by threats, addiction, lower self-control or self-discipline level, lack of spending leisure time in interactive social environment face to face etc.) The analysed adolescents in 2011 as much as in 2015 found *conformity* that includes certain level of self-discipline, courtesy and respect towards communication partners the most important. Strive for domination, control, prestige as well as for social status (*power*), was also evaluated as one of the more important, which is a natural necessity connected with adolescent development stage. The fact that the value of *achievement* increased in 2015 may be influenced by perception of symbols that are being presented in the society. Skills, influence and ambitions go hand in hand with personal achievements as with certain social success standards. The adolescents proved a positive move also in the value of *universalism* that is considered to be demonstration of understanding, tolerance and social justice. It is known that a knowledge of culturally influenced value preferences of consumers may enable us to predict how economic conditions may influence minority consumer segments[25] [26], – whereas adolescents are definitely considered to be such a segment. That´s why it is important to follow value structures as well as connections of value relations as an integrated motivation structure. The value system keeps continually developing and a young person is therefore confronted with alternatives, outer pressures and social changes that influence his / her preferences very much. In this stage is therefore necessary to mention education to values that also leads to adolescent´s personality cultivation process.[27] To a process that significantly includes marketing communication, mediated mainly by means of media.

25   SCHWARTZ, S. H.: *A Proposal for Measuring Value Orientations across Nations.* [online]. [2013-09-14]. Available at: <http://www.europeansocialsurvey.org>.

26   ŠRAMOVÁ, B., DŽUPINA, M., JURÁŠKOVÁ, O.: Impact of value structure on brand engagement depending on degree of self-esteem of adolescents. In *International Journal of Innovation and Applied Studies*, 2013, Vol. 3, No. 4, p. 935.

27   POLIAKOVÁ, E.: Funkcionálna hodnota vzdelávania a kariérneho poradenstva ako

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garanti sociálneho vzostupu a príležitostí. In GAJDOŠOVÁ, E. (ed.): *Psychologické aspekty kvality školy.* Nitra : POLYMEDIA, 2013, p. 3.

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MEDIA OWNERS AND THEIR INFLUENCE ON PUBLIC OPINION

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Abstract
The paper deals with the social responsibility of media owners and also with the relationship of economics and business ethics in the media. Within the conducted quantitative research it was investigated whether or not the public has information on business background of various media ad whether or not the public considers the media a line of business or of interest in terms of shaping public opinion. The qualitative research through semi-structured interviews with prominent personalities investigated their opinion on the activity of the media, particularly in terms of the need to regulate this type of business. Finally, the recommendations were adopted, based on the results of the field survey.

Key words:
Consumers. Ethics. Media. Media influence. Media owners. Objectiveness. Public opinion. Social responsibility.

Introduction

Social responsibility of media owners is clearly mainly associated with ensuring the objectivity of the media owned by them and enforcing compliance with general or their own codes of ethics. Business in the media is governed by the same rules as in all other areas of business. Therefore, they are also subject to the same economic rules. They are exceptional only in that they have an irreplaceable role in shaping public opinion. Generally speaking, whenever a new type of media emerged, the termination of the previous one was expected. But it never happened. Mostly older media adapted to the new situation facing the different content, different audience or, conversely, they used the new medium as an additional communication channel for their content. It can be most clearly seen in newspapers, which today cannot do without the simultaneous operation of an information web server that is also the most common source of information for the population. In political and economic life media play an irreplaceable role as a source or provider of information as well as an active element of social events.

1 Theoretical bases

The notion of power can be observed from many angles. For the purposes of this paper, power can be seen in terms of the impact on recipients of information and power in terms of the influence of media owners on the operation and subsequent outcomes. With the development of modern society the media have become an important tool in securing social norms and values, and therefore are often the target of domination.[1] Information that the recipient perceives or

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1   BURTON, G., JIRÁK, J.: *Úvod do studia médií.* Brno : BARRISTER & PRINCIPAL, 2001, p. 15.

consumes is just the reflection of reality that is being formed by the medium. The authors[2] argue that it is the media that represent a public space given to the media owners for their disposal. Thus their interference is very responsible, and therefore dangerous for the stability of society. The concept of trust in the media institution – if the consumer is to define important topic, agenda – searches in its decisions for a credible source of objective information. What follows is that if there is a topic often mentioned in mass media, the person concerned identifies it as significant. The concept of chances and individual priorities – this concept is based on the frequency of the topic in the media. If any of the topics is devoted more space than others, it is the audience who selects topics based on personal preferences, however, mostly themes often presented in the media are taken into account only.[3] From Kalvas description it is clear how economic and political topic can be given importance and how it can be made a public agenda through the media. If this discipline of establishing agenda is also associated with the ownership of the media, it is not hard to imagine the ways in which the owners use their media.

As is stated by Maxwell McCombs, one of the first experts who dealt with the issue of agenda, a part of a sophistically led campaign is an effort to control the media agenda. Especially in the United States, large teams of people are devoted to this task during the presidential election and the results of their actions are subsequently evaluated and measured. In this context, the term intermedia agenda also appears. It is a phenomenon that can be observed on the media scene in every country where the media operate freely. Some media have a privileged elite status among others. This position is based either on a professional approach to journalism of their staff, or on a long tradition. According to McCombs, in the US such is The New York Times whose agenda is often taken over by important and internationally active news agencies. Nevertheless, the task of news agencies is just the opposite, the retrieval and primary processing of media content. Thus, if the owner of The New York Times had an interest to establish a theme that should be the subject of an international media agenda, no doubt he has the opportunity.[4] The media and their owners are an integral part of the social space; they are an active element and, as such, must bear their share of responsibility. A legitimate and generally accepted principle is that the power must go hand in hand with responsibility. Although the power of the media in the true sense of the word is disputed by many experts, all agree on the fact that the media have an influence; the influence on public opinion and consequently induced effects on social, economic and political affairs. Pavlik, Bělčík et al., in their publication "Corporate Social Responsibility, CSR in Practice and How to Handle it" describe the application of corporate social responsibility in practice dealing with methods of measurement of CSR, the legislative framework for CSR and describing current

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2   Ibidem, p. 118.
3   KALVAS, F.: *Nastolování agendy: Role masové a interpersonální komunikace, osobní zkušenosti a genderu*. Plzeň : Západočeská univerzita v Plzni, 2009, p. 26-29.
4   McCOMBS, M. E.: *Agenda Setting.* Praha : Portál, 2009.

trends. In the introduction of the book the authors argue with Milton Friedman[5], who refused to institutionalize corporate social responsibility and claimed that the only responsibility of the organisation is its responsibility to the owners in making a profit. He considered all other activities indirectly related to business activities burdensome and distorting resource allocation and, moreover, he claimed that the manager of the company does not have a mandate to invest in public goods since he was not elected.[6]

The mentioned authors agree in their texts based on the work of Professor Carroll[7] from the University of Georgia and as an example of responsible entrepreneurs also consistently show Tomas Bata. Especially Pavlik is trying to establish a link between Bata business success and his focus on the development of the city of Zlín, and Bata's interest in the personal development of employees and improvement of the social and economic situation of all, speaking in today's terminology, stakeholders.[8] Professor Carroll formulated the theory of "ethical problem" and created a "pyramid of corporate social responsibility." In the theory of the ethical issue he focuses on two planes of business ethics, real business ethics and society's expectations regarding business ethics. It seems natural that the society expects a higher level of business ethics than the companies actually achieve. Professor Carroll has been researching these two values since the 60s of the 20th century when the corporate social responsibility began to be monitored. He claims that there was an increase in the real level of business ethics during the next half of the century, but also, although not proportionally, there was an increase in the company's expectations on this issue. Greater media coverage of this issue and a greater emphasis on monitoring social and environmental impacts of business also contributes to increasing expectations from the public. Despite real improvements in business ethics, the consequence is the "ethical problem" described by Carroll, as the gap between public expectations is greater today than fifty years ago. Hand in hand with the Corporate Social Responsibility (CSR) goes Consumer Social Responsibility (CnSR). According to surveys of consumer attitudes, the customers increasingly reject the products and companies that do not have "good reputation". Thus businesses would be forced to respond to negative attitude of consumers and work systematically on improving their reputation.

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5   An American economist, who in 1976 received the Nobel Prize for economics in the area of consumption analysis, history and fiscal theory and for the demonstration of the complexity of stabilisation policy. (Remark by P. V. and M. J.).

6   PAVLÍK, M. et al.: *Společenská odpovědnost organizace. CSR v praxi a jak s ním dál.* Praha : Grada Publishing, a.s., 2010.

7   Archie B. Carroll – Professor Emeritus of the University of Georgia, a leading expert on CSR issues, author of many books and publications; He formulated the theory of ethical issues and the pyramid of corporate social responsibility. (Remark by P. V. and M. J.).

8   PAVLÍK, M. et al.: *Společenská odpovědnost organizace. CSR v praxi a jak s ním dál.* Praha : Grada Publishing, a.s., 2010, p. 18.

Finally, we can point at the view of Milton and Rose Friedman, who in their book The Freedom of Choice discuss the issue of consumer protection. In case of media, the recipient of media content is also in the role of a customer. On examples of regulation offices of railways, automobile traffic, alcohol, drugs and other commodities they show how the regulation developed in these areas, which in all cases was primarily triggered by efforts to protect the customer. Some of these offices have existed for more than a hundred years, and the study their actions clearly demonstrated that, in addition to increased bureaucracy, there was always also a rise in consumer prices in a regulated industry and a decline in its performance and competitiveness. In contrast, the regulated sectors were the bearers of innovation and growth.[9] The paradox in matters of CSR is that the corporate social responsibility should naturally stem from the organisations themselves, from their own initiative and should, in effect, serve and benefit the organisation itself. Nevertheless, at the national as well as international level, it is possible to monitor efforts to provide general frameworks of social responsibility of organisations and even the already mentioned "penalty" for non-compliance. As regards legislation, the legal system of the Czech Republic does not distinguish media in terms of ownership and does not differentiate between private and public media, now often referred to as public service media. In addition to the general provisions of the New Civil Code (NCC)[10], print media follow the so-called Press Act. It is the Act no. 46/2000 Coll. of 22 February 2000 on the rights and responsibilities of publishing periodical press and amending certain other acts, which regulates the conditions for publishing periodicals and non-periodical printed materials that are subject to this law.[11] Printed media environment is also significantly influenced by the Union Publishers Association, which was founded in 1990 and according to their opinion, is the only representative association of entrepreneurs and employers in publishing periodicals and delivery of content via the Internet in the Czech Republic. Since the Code of Ethics, or the deliberations Czech Press Councils, are not available on the official websites, it seems that in practice, this mechanism is not effective. The transfer of property owned by the media began in 2008 with the sale of the publishing house Economia and continued to, for example, the establishment of AGF Media (who runs radio station Radio Impuls and television stations Ocko and who, since 2013, has owned a publishing house MEFRA issuing the Mlada Fronta Dnes Daily). The question is to what extent the proliferation is motivated by buyers' effort to expand and diversify existing businesses, whether it is manipulation, and how these movements are perceived by the public.

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9   FRIEDMAN, M., FRIEDMAN, R. D.: *Svoboda volby.* Praha : Liberální institut, 1992.

10   NCC – New Civil Code – Act no. 89/2012 Coll., which with effect from the 1st of January 2014 replaced the original Civil Code from 1961 and it also integrated the Commercial Code and Labour Code into one standard. (Remark by P. V. and M. J.).

11   Act no. 46/2000 Coll. of 22 February 2000 on the rights and responsibilities of publishing periodical press and amending certain other acts, which regulates the conditions for publishing periodicals and non-periodical printed materials that are subject to this law. (For more information, see: *Unie vydavatelů.* [online]. [2015-09-15]. Available at: <http://www.unievydavatelu.cz/cs/home>).

2 Objectives and methodology

The objective of the paper is to determine whether, in practice, the principles of corporate social responsibility are implemented in ownership rights on the Czech media scene. A partial objective will therefore be to ascertain what knowledge about the media scene is shared by people not involved in the media business who are the recipients of the information disseminated by the media. The knowledge of the ownership structure and other activities of media owners makes it possible to properly evaluate the communication and thus also the right decisions. Yet another objective is to determine opinion on the Czech media scene as shared by persons who have been or still are active in public life and also to determine whether their view of the media corresponds with the view of the public, who is in a position of pure consumers. In the quantitative survey using questionnaires 245 respondents were contacted in total, out of which 121 were women and 124 men. In terms of gender representation the sample was therefore even. In the sample the representation of respondents in the age group 21-30 years (46.53%) was dominant. It turned out that in the sample a significantly higher percentage of college educated respondents occurred than is their distribution in the population (46.94%). The largest number of respondents (37.96%) was persons employed. Most of the respondents lived in municipalities with over 100 thousand inhabitants (45.71%); the second largest group were residents of municipalities with the population to 20 thousand inhabitants (36.73%). For testing interdependencies the Pearson χ-square test of independence in the pivot table was used. Using STATISTICA 12 the pivot tables were created from the generated data and the value of p significance was calculated. The null hypothesis was tested stating that there is no significant dependence between rows and columns, which is in contrast to the alternative hypothesis that says that the rows and columns are dependent. If p significance value is less than 0.05, we refer to it as statistically significant dependence. Upon performing interviews in qualitative research it was decided in line with the described methodology that only those persons would be addressed who work or worked on various important social posts. Persons who were professionally or socially connected with the media were deliberately not addressed. In contrast, due to the complexity of the topic and issue, the authors addressed persons elected to representative functions, as well as to the executive branch, justice, oversight bodies in charge of media activities and, last but not least, the entrepreneurs and managers. Basically it was a selective sample consisting of nine members from the active public.

3 Results and discussion

The most interesting aspect in terms of the topic of the work is that more than 80% of respondents believe that media owners are trying to influence public opinion through their media (excluding classic advertising), more than 71% of

respondents believe that the owners interfere with the editorial activity of their media, and 62% think that the concentration of economic and political power and media influence in the hands of a single group of companies may lead to the formation of the Russian oligarchy type. More than 61% of respondents are for the regulation of the media ownership, of which 67.49% are for a ban on ownership of media entities that also perform elective office and more than 57% for mandatory disclosure of ownership structures. The respondents who were offered a combination of the names of businesses – companies – publishing houses were in majority to determine the correct combination. Due to the limited length of the paper a graphic representation of the results cannot be placed in text and only the selected tables comprising the frequency layout of responses from the STATISTICA were included. The results are processed mainly through verbal comments. Within empirical research it was investigated how the respondents perceive the work of public media and their function and role on the media scene. Generally, consumers of public media expect a higher degree of objectivity, professional work with resources and balance. Due to legal form of the public media, their consumers also a lower possibility of interference into programming. The representatives of both sexes agree that the owners of the media try to use their media to influence public opinion in favour of their other business and social activities. The value of significance was calculated at $p = 0.955$, which is greater than 0.05, thus no statistically significant differences were found differences between the sexes and opinion. In Table 1 the following question is processed: What is the view on the influence of the media by the owners among different age groups?

Table 1: Opinion on the influence of the media by the owners among different age groups

	Age: (to 20 years)	Age: (21 – 30 years)	Age: (31 – 40 years)	Age: (41 – 60 years)	Age: (61 years and more)	Line (totals)
Yes	75.00%	86.84%	72.41%	86.54%	50.00%	198
No	15.63%	8.77%	6.90%	3.85%	11.11%	21
I don't know	9.38%	4.39%	20.69%	9.62%	38.89%	26

Source: Own processing

Significance value was calculated at $p = 0.000635$, which is smaller than the value of 0.05, therefore statistically significant differences between age groups were found. In the group of respondents 61 years+ only 50% of respondents believe that media owners try to use their media to influence public opinion in favour of their other business and social activities. In other age groups it is 72.41% or more respondents.

The Table 2 shows how different are the views on the influence of the media by the owners among the respondents according to their education achieved. In the

group of respondents with elementary education, only 52.94% of respondents believe that media owners try to use their media to influence public opinion in favour of their other business and social activities. In groups with vocational education and more at least 75% of the respondents think the contrary. The value of significance was calculated at p = 0.0143, which is less than the value of 0.05, so there were statistically significant differences between groups with varying degrees of educational attainment.

Table 2: Opinion on the influence of the media by the owners among the respondents according to educational attainment

	Elementary education	Vocational education	School-leaving examination	University education	Line (totals)
Yes	52.94%	75.00%	85.71%	80.87%	198
No	29.41%	0.00%	7.62%	6.96%	21
I don't know	17.65%	25.00%	6.67%	12.17%	26

Source: Own processing

In assessing the impact of the owners on their media the respondents who are at home or pensioners differ from the others. Significance value was calculated at p = 0.0449, which is smaller than the value of 0.05, thus statistically significant differences between groups with different jobs were detected. There is a is significantly lower proportion of people among respondent groups of pensioners (45.45%) and those in households (55.56%) who believe that media owners try to use their media to influence public opinion in favour of their other business and social activities, as opposed to other groups, where the lowest percentage of positive responses was among the unemployed (70%). In Table 2 the following question is processed: How different are the views on the influence of the media by the owners among the respondents according to their net monthly income?

Table 3: Opinion on the influence of the media by the owners among the respondents according to their net monthly income

	To 15,000 CZK	15,001 CZK to 25,000 CZK	25,001 CZK to 35,000 CZK	35,001 CZK to 50,000 CZK	More than 50,001 CZK	I don't want to answer	Line (totals)
Yes	90.24%	80.43%	73.08%	68.75%	62.50%	79.66%	198
No	6.10%	8.70%	11.54%	12.50%	18.75%	6.78%	21
I don't know	3.66%	10.87%	15.38%	18.75%	18.75%	13.56%	26

Source: Own processing

Table 3 reveals that in the assessment of the owners' impact on their media, the respondents with net incomes above CZK 50,001 per month differ more significantly. Significance value was calculated at p = 0.2763, which is greater

than 0.05, therefore not been no statistically significant differences between income groups and opinion were found. At least 62.50% of all respondents, regardless of the fact to which income group they belong, believe that the media owners try to use their media to influence public opinion in favour of their other business and social activities.

In assessing the impact on the owners of the media there are no significant differences among respondents, regardless of the size of the municipality in which they live. The value of significance was calculated at $p = 0.077$, which is greater than 0.05, thus no find any statistically significant differences between respondents from various large urban municipalities and their opinion were detected. The size of the municipality in which the respondents live does not affect their view whether media owners try to use their media to influence public opinion in favour of their other business and social activities. The evaluation of qualitative survey was conducted using a comparative method. Replies nine respondents were grouped by areas and were searched for the same elements, the perception of trends or proposals for solving the problems by individual respondents. All respondents agreed on the existence of corporate social responsibility. Some believe that the media should not be earmarked a separate category, despite a clear impact on public opinion. None of the respondents believe that social responsibility should be enforced by law. All respondents are convinced that the acquisition of Czech media by influential business groups is motivated by an effort to increase the prestige, strengthen and sustain political and social influence. In case of profit-making publishers they do not exclude economic motivation. Two respondents generally refuse regulation as a step in the wrong direction. Most of the others consider regulation a necessity, particularly in the case of electronic media, and as a key question address the level of regulation.

The misuse of own media to criminalize the competition and unfair competitive struggle is regarded as possible and likely by all respondents. They are not concerned, however, that this would be a mass phenomenon. Rather they tend to show that there is a tacit agreement not to sue. All respondents consider it necessary to define precisely the concept of public service. At the same time all respondents concur in the opinion that the Czech Radio and Czech Television do not fulfil their function well, and see the solution in a better job of control boards of both media. One respondent suggests privatization and subsequent ordering of public services provided by private operators. None of the respondents regards the situation in the Czech Republic as good. Proposals for solutions are very different. However, all respondents agree that the answer is not stricter legislation but rather the strict observance of existing legislation. Both survey respondents perceive the media as an area in which the social responsibility of the media should be applied. In general, there is no clear consensus whether in terms of social responsibility higher standards or requirements should be applied to media organizations and their owners than to entrepreneurs in other fields. The requirement for a higher level of accountability stems from the conviction

of the respondents that the media have a greater responsibility because of their impact on the formation of public opinion. Both surveys showed that the general public as well as personalities who participated in the qualitative research are aware of the significant ownership transfers on the Czech media scene.

Most of the respondents in both types of survey also regard the acquisition of the media by the influential Czech business groupings as efforts to strengthen and enhance the impact on public opinion, the political situation in the country and, ultimately, try to get a useful tool in the competition. Economic incentives were mentioned by a small number of respondents, moreover, only in case the selected publishers, especially those who publish or produce tabloid content. In the qualitative survey, some respondents have denied the possibility of synergies between existing activities of media owners and their owned media. In the issue of media regulation two different perspectives can be observed. In the quantitative survey, most respondents share the opinion that the media and their property must be regulated. A link between the media ownership and political activities of the media owners is perceived very negatively by the public.

Conclusion

The most viewed informational web sites that were clearly identified as the main source of information are mostly run by the publishers of the daily press. The regulation of this field thus partly escapes the reach of regulators. On the other hand, the Internet media were reported the best insurance against the formation of the monopoly of the media, because they can be operated at a relatively low cost. The research also examined in detail the mechanisms of self-regulation in terms of compliance with codes of conduct. The respondents however do not perceive the overall situation in the Czech media as satisfactory. The research in both samples showed that a high degree of social responsibility is expected. The respondents of the quantitative survey see the solution in stricter regulation and transparency of ownership structures, whereas the qualitative survey respondents are more inclined to better enforcement of existing legislation, sophisticated tightening conditions in the areas where there is a higher level of regulation required and more thorough separation of governance from the economic interests of influential business groups enforced through owned media. In terms of public expectations and actual state it is an ethical problem. Large social media risks of abuse associated with the media ownership and a high degree of social responsibility of the media owners were demonstrated. At the same time, the results of the research and the conclusions drawn reveal the obvious that the social responsibility is not just a matter of legislative environment and control mechanisms, but rather the willingness of entrepreneurs to follow ethical and professional rules. We can therefore agree that a greater degree of implementing the principles of social responsibility by media owners cannot be enforced by changes in law, but rather by the good education of journalists, as well as by increasing information literacy of the general public.

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SOCIAL MEDIA CREDIBILITY ACROSS AGE GROUPS IN SLOVAKIA

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Abstract
Social media can be a great source of information, but the need to verify the credibility of such information is bigger than with traditional media. There has been plenty of research about the adoption and use of social media since it has been widely spread and used. Blogs, micro blogs, wikis, shared files and social network sites have been studied on their use and credibility. However, there is also need to examine the attitudes toward these technologies in terms of different age groups. This information is valuable for businesses and should be an integral part of their marketing activities. A survey with 560 respondents was conducted to determine if credibility of social media is determined by age. The results suggest different preferences within age groups. Slovak who are older than 45 trust Business networks the most and respondents younger than 45 trust Multimedia. The overall trust in social media was moderate and there were found significant differences in perception of social media credibility and age. Younger Slovaks are more likely to trust Slovak media than those who are older than 45 years of age.

Key words:
Credibility. Slovak consumers. Social media.

1 Literature review

Nowadays, people have a vast choice of information sources. But in many cases, certain information appears to be "better," or "more trustworthy" than other information. The challenge that most people then face is to judge which information is the more credible.[1] O'Keefe defined credibility as "judgments made by a perceiver (e.g., a message recipient) concerning the believability of a communicator".[2] Wathen and Burkell define credibility as 'believability'.[3] In general, credible information sources may be described as trustworthy and therefore credibility is closely related to a general concept of trust. Organizations that recognize the importance of the phenomenon of trust in their communication with consumers, can gain competitive advantage arising from the fact that customers appreciate rational but also emotional dimensions of this mutually advantageous relationship.[4] The Internet is an environment full of

1   HILLIGOSS, B., SOO YUNG, R.: Developing a unifying framework of credibility assessment: Construct, heuristics, and interaction in context. In *Information Processing & Management*, 2008, Vol. 44, No. 4, p. 1475.
2   O'KEEFE, D. J.: *Persuasion: Theory and Research*. Newbury Park, CA : Sage, 1990, p. 133.
3   WATHEN, C. N., BURKELL, J.: Believe it or not: factors influencing credibility on the Web. In *Journal of the American Society for Information Science and Technology*, 2002, Vol. 53, No. 2, p. 135.
4   SAMUHELOVÁ, M., GUBÍNIOVÁ, K.: Význam dôvery v modernom marketingovom

uncertainty and various types of players, and an online user always experiences some level of risk. Thus, trust has become the strategy for dealing with uncertain outcomes or future and it is considered one of the most reliable predictor for online behaviours.[5] The assessment of credibility in the online environment is often much complex than in previous media contexts due to "the multiplicity of sources embedded in the numerous layers of online dissemination of content."[6]

Sussman and Seigal identified two reasons why source identity plays a crucial role in online communications: firstly, information exchange and acquisition will be more efficient when the identity of the information source is disclosed; and secondly, source identity enhances source credibility, which then leads to information credibility and usefulness.[7] Content on the Internet is more obviously and explicitly presented or portrayed compared to knowledge quality and author's credibility, since the only part of the interface that a user can glimpse quickly to check is the date and time stamp. Other factors require more attention to the details and more understanding on what is presented and shared for the users to assume or summarize that the author is credible and sharing knowledge of some quality to them.[8] Parke, Lee and Han say "online information is higher in credibility than information from other more traditional media."[9] The reason for this phenomenon is the posted information comes from people who experienced the service or are using the product and therefore are considered as credible sources of information.[10] Social media differ from traditional media in many ways, including quality, reach, frequency, usability, immediacy and permanence.[11] It is defined as "many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships."[12] Social media technologies take on many different

manažmente s akcentom na vzťahy so zákazníkomi. In *Marketing Science & Inspirations*, 2014, Vol. 9, No. 4, p. 7.

5   GEFEN, D.: E-Commerce: The role of familiarity and trust. In *Omega-International Journal of Management Science*, 2000, Vol. 28, No. 6, p. 729.

6   SUNDAR, S. S.: The Main model: A heuristic approach to understandingtechnology effects on credibility. In METZEGER, J. M. (ed.): *Digital Media, Youth, and Credibility*. Cambridge, MA : The MIT Press, 2008, p. 89.

7   SUSSMAN, S. W., SEIGAL, W. S.: Informational influence in orgaizations: an integrated approach to knowledge adoption. In *Information Systems Research*, 2003, Vol. 14, No. 1, p. 51.

8   ISMAIL, S., LATIF, R. A.: Authenticity issues of social media: Credibility, quality and reality. In *World Academy of Science, Engineering and Technology*, 2013, Vol. 74, p. 258.

9   PARK, D. H., LEE, J., HAN, I.: The effect of online consumer reviews on consumer purchasing intention: The moderating role of involvement. In *International Journal of Electronic Commerce*, 2007, Vol. 11, No. 4, p. 135.

10   GRETZEL, U., YOO, K. H., PURIFOY, M.: *Online Travel Review Study: Roleand Impact of Online Travel Reviews*. Texas : A&M University, 2007, p. 44.

11   AGICHTEIN, E. et al.: Finding high-quality content in social media. In AGICHTEIN, E., CASTILLO, C. (eds.): *The 2008 International Conference on Web Search and Data Mining – Wisdom. Conference Proceedings.* Stanford : California, 2008, p. 185.

12   DHIRAJ, M.: *Twitter: Social Communication in the Twitter Age*. Cambridge : Polity, 2013, p. 7-8.

forms including blogs, business networks, enterprise social networks, forums, microblogs, photo sharing, products/services review, social bookmarking, social gaming, social networks, video sharing and virtual worlds.[13]

Social media and the Internet have transformed society on both the micro and macro level by enabling free communication. On the micro level, individuals are able to share their daily activities and important information and also keep track of their friends and family. People can upload pictures, join a discussion on a topic of their choice and also follow the activities of others. With a single click, a person can receive organized updates on a friend who is on the other side of the world. On the macro level, social media has enabled mass gatherings, helped to organize strikes and facilitate revolutions around the world.[14] According to a survey, Americans believe that social media is a credible tool for businesses posting their information (27% highly credible, 58% somewhat credible). Only 16% percent respondents overall felt that social media was not a credible source of information. A slightly greater percent of United States (US) respondents as compared to European respondents indicated they consider social media to be a highly credible communication channel.[15] According to Reuters Institute Digital News Report, almost half of the Americans who use social media to find news are less than 45 years of age and 23% are older than 45. However, social media as a news source does not follow the same pattern across countries. In Brazil, 60% of the respondents said social media was one of the five most important ways to find news online, 45% in Spain, 17% in the UK, 38% in Italy, 14% in France, 22% in Denmark, 30% in the U.S., and 12% in Japan. Moreover, there are differences among countries about commenting on news in social networks, 38% of the respondents in Brazil said they commented on news in social network in a week. These percentages are 21% in the U.S. and 10% in the UK. The authors argued that differences among countries may be due to culture difference rather than different levels of access to technical tools.[16] France, Germany, and Japan have the strongest allegiance to traditional media and they have been slower to adopt new digital trends such as smartphones and social media. But these averages hide even more stark splits between generations. Young Germans or Japanese are likely to have more in common with young Americans or Finns in preferring online news and social media to TV news, radio, or print.[17] There are significant differences in general trust, with over two-thirds (68%) agreeing that they

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13   AICHNER, T., JACOB, F.: Measuring the Degree of Corporate Social Media Use. In *International Journal of Market Research*, 2015, Vol. 2, No. 57, p. 269.

14   PASLAWSKY, A.: The Growth of social media norms and Governments'attempts at regulation. In *Fordham International Law Journal*, 2012, Vol. 14, No. 85, p. 158.

15   *eMarketing to Life Scientists: Raise Your Voice Above the Noise.* [online]. [2015-10-03]. Available at: <http://www.gene2drug.com/?page=reports&id=212>.

16   NEWMAN, N., LEVY, D.: *Reuters Institute Digital News Report 2013.* [online]. [2015-10-03]. Available at: <http://www.reutersinstitute.politics.ox.ac.uk>.

17   Ibidem.

trusted the media in Finland compared with only one-third in the United States (32%), Spain (34%), and Italy (35%).[18]

There has been plenty of research about the adoption and use of social media since it has been widely spread and used. Blogs, micro blogs, wikis, shared files and social network sites have been studied on their use and credibility. However, there is also need to examine the attitudes toward these technologies in terms of different age groups. This information is valuable for businesses and should be an integral part of their marketing activities.

2 Methods

The primary emphasis of this study is to understand how different age groups of Slovaks perceive the social media credibility. This study proposes that one's age affects usage and perception of social media credibility. The sample of this study consists of 560 Slovak respondents and they were chosen on principles of convenience sampling. It is non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. It is fast, inexpensive and easy technique. Data were collected from January to March 2015 in Slovakia and the instrument for data collection was a questionnaire. To examine the usage of social media, respondents were presented with variety of options covering social media types including examples. Blogs, and microblogs (e.g. blog.sk, Twitter...) Multimedia (like Youtube, Vimeo...), Social knowledge (Wikipedia, Answers.com...), Social Networks (Facebook, Myspace...), Forums and Online ratings (Tripadvisor, Yelp...), Business Networks (LinkedIn...), Social gaming (Life, Entropia...) and Other. Respondents were also asked to name the social media they trust the most. Likert scale, as a very common and easy tool for measuring attitudes, was used to determine the level of social media credibility perception and the statement was "Social media are credible source of information". The scale ranged from -2 (absolutely disagree) to +2 (absolutely agree). A series of chi-square tests were performed to examine the relationship between credibility and age groups. We used an alpha level of .05 to test the null hypothesis that the variables are independent. The data were evaluated in SPSS.

3 Research results

When examining the usage of social media, we found that nearly 60 percent of Slovaks use social networks, followed by 52 percent using Multimedia channels. Around 40 percent use or visit Blogs and Forums or Online rating sites. 12 percent of Slovaks use Social knowledge sites, Business networks and Other types of social media. The least visited sites within social media are Social gaming

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18   Ibidem.

platforms with 8 percent of Slovaks. When comparing the usage of social media in respondents over 45 and under 45 years of age, the younger generations are definitely heavier users of social media. The only two types that are visited more by Slovaks who are older than 45 are Blogging sites (with 25 percent of all Slovaks over 45 years of age) and Business networks which are used by 8 percent of Slovaks over 45. The younger respondents prefer using Social networks (almost 50 percent of them), Multimedia (over 30 percent of young Slovak consumers) and also Social gaming sites (7 percent of young adults). Social knowledge sites are visited almost equally by both of the age groups (around 7 percent) and the same equal usage applies to Online rating sites and Forums with around 20 percent of Slovaks in both age groups.
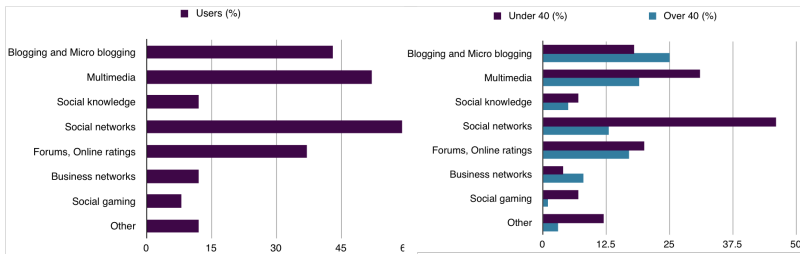

Chart 1: Social media users
Source: Own processing

The most trusted type of social media was Multimedia, followed by Social knowledge sites, Business networks and Forums and Online ratings. Examination by age groups has shown differences in the most trusted media. 18-29 year olds trust Multimedia like Youtube or Vimeo the most. Slovaks who are 26-35 years old also think Multimedia are the most credible type of social networks. Consumers from the age group 36-45 trust Social knowledge sites the most. Slovaks from the last two age categories (36-45 and 45 and older) think the most reliable source of information within social media is Business networks.

Table 1: Social media are credible source of information

	absolutely agree	agree	do not know	disagree	absolutely disagree	
18-29	71	63	15	39	9	197
30-45	46	62	21	41	33	203
46-59	15	11	13	21	36	94
> 60	9	11	3	32	11	66
Chi-square 95.3 df 12 P <.0001						

Source: Own processing

Slovaks have shown overall moderate trust in social media (μ = 0.6). Since both negative and positive attitudes were noticed, to gain further insights into credibility perception we examined if these attitudes differ across various age groups. Over a half of consumers in the age group 18-29 find social media

a credible source of information. 30-45 year old Slovaks show rather neutral perceptions. A half of them agree social media are credible and nearly 40 percent do not agree. A clear distrust can be seen in the age groups 46-59 and older than 60. Over half of Slovaks who are older than 45 years of age think information from social media is unreliable and not credible. A chi-square test of independence was performed to examine the relation between perception of social media credibility and age. The relation between these variables was significant, $X2$ (12, N = 560) = 95.3, p <.0001. Younger Slovaks are more likely to trust Slovak media than those who are older than 45 years of age.

4 Discussion

Social media are not seen as a destination for accurate and reliable journalism but more as a way of getting access to it. It can provide information faster than traditional media but it's important to remember that fast does not always mean accurate. Social media can be a great source of information, but the need to verify the credibility of such information is bigger than with traditional media. Social media has changed how people do business, interact, socialize and learn. The impact of social media is so strong that it has become an important tool for marketers and businesses. But companies need to be cautious when it comes to communicating via different social media channels. There appears to be very strong preferences for what channels are considered appropriate for personal versus professional use. In Slovakia, nearly 60 percent of Slovaks use social networks, followed by 52 percent using Multimedia channels. When comparing the usage of social media in respondents over 45 and under 45 years of age, the only two types that are visited more by Slovaks who are older than 45 are Blogging sites (with 25 percent of all Slovaks over 45 years of age) and Business networks. The younger respondents prefer using Social networks, Multimedia and also Social gaming sites. The most credible source of information in social media overall is Multimedia channels. Different preferences were found within age groups. Slovak who are older than 45 trust Business networks the most and respondents younger than 45 trust Multimedia. The overall trust in social media was moderate and there were found significant differences in perception of social media credibility and age. Younger Slovaks are more likely to trust Slovak media than those who are older than 45 years of age. The reason for lower commitment to social media of older Slovaks could be that they are using digital information as an additional source to traditional media like television, radio, and print. Younger audiences who have grown up with the Internet show different behavior because they are used to have the news in form of online channels and in new formats. Social media have the advantage of adopting online formats like infographics, pictures with texts, as well as a range of videos or podcasts. A big issue with social media is the volume of information that is generated every day and many times without any authorship information. The challenge is to identify credible information among those unreliable or worthless. To evaluate the credibility

of Internet sources, consumers should be skeptical and examine the quality of the source. It is important to consider the content and contextual updates, the age of the account, reliability of the account owner, who are the people in the network, if the information contains details or if the people are in the place they are posting about.

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DIGITAL MEDIA AND EDUCATION / IGNORANCE

Ladislav Volko

Abstract
There are no doubts regarding the impact of digital media on the formation of contemporary values, value orientations and lifestyle, including education. Young generation does not read printed media and books any more, and lacks the basic general information regarding the society, history, culture, arts or the personalities who have crossed "the Rubicon" of the generational interests. Have the "new media" contributed to the fact that this is "the dumbest generation", as M. Bauerlein called it? The paper attempts to analyze this issue. It will also present several years of author´s exploring (realized at FMK UCM), focusing on the topic of general socio-political, historical and cultural knowledge of our students. It also identifies the reasons of this negative state and searches for some starting points.

Key words:
Critical thinking. Cyberspace. Digital media. Education. Web.

1 Introduction, or into the net, on the net, in the net...

One of Goethe's quotations says: "No one is so hopelessly enslaved than those who falsely believe they are free." A quotation of G. Grass states: "Our generation grew up with literature; we were not illiterate (as today's generations)". Both famous German writers thus expressed two most common negative characteristics of a specific group of users of the network – young generation up to the age of 30. As N. Vrabec notes correctly, young people today have never experienced world without new media and spend more and more time in it. They are fully characterized by the term Digital native.[1] These young people are generally convinced that the surfing on cyberspace, connection to any place in the world, acceptance or non-acceptance of certain values directly or indirectly, creation of their own blogs and presentation of their ideas is the maximum degree of freedom that has ever existed in space-time to such a wide extend, while frequently forgetting about the cultural, societal and civilization anchoring.

This is generally more topical than ever, since the use of new technology, although having originated in various cultures, has covered a wider civilisation framework in a very short time, tending towards globalization. Movement and surfing in cyberspace creates a new quality of relations. The new quality of relations is the subject of confrontations, reflection of the communication in a "live, mundane" space. Does it copy the values we have adopted, or is it "new" and "different", bringing something extra that is missing in the daily reality? Are we witnessing creation of a new "cyberman", or is it just an invention of the researchers who need to accomplish a grant project?

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1   VRABEC, N.: Digitálni domorodci na Slovensku: komunikácia a nová identita mládeže v on-line prostredí. In *Communication Today*, 2010, Vol. 1, No. 1, p. 83.

Cyberspace enables the behaviour different from that in the life space. Its anonymity makes it possible to easily adopt new identities and form new groups and reference groups enabling to simulate a "new reality", "beautiful new world", where we can feel safe, strong, confident and just different from what we really are. By forming artificial groupings, we often try to escape the reality in which we live, and be what we have always wished to be. Transformation of identities often depends on the current needs, and behaviour of individual identities often resembles the behaviour of the individuals in the crowd in the real environment. Simultaneously, anonymity also allows what social scientists call disinhibition, violation of the ethical and moral standards, aggressive and vulgar behaviour, as well as open expression of related issues. On the other hand, it can develop addiction to "being on the net", and particularly to seeking and receiving information from the pages inadequate to the mental age, thus affecting mainly children and teenagers.

Researchers point out mainly the game addiction of the two above-mentioned demographic categories. Identification with certain values and behaviour in cyberspace both influence the real lifestyle, psychology of an individual and its overall societal anchoring. The escape, however, is never total; it depends on the personal and intellectual level and individual facilities. According to Bauman, the reality of *being on the net* is sort of more liquid than that in the real world. The connection is variable, brings enrichment and also many pitfalls to cope with. What a paradox – the world lying at your feet, and your head in troubles. Having information does not mean to be educated. Young people should be able to use the new media without losing continuity, historical awareness and social anchoring, while critically building on the existing knowledge.

P. Lévy lists three principles of cyberculture, from the basic one to the most progressive: *interconnections, virtual communities and collective intelligence*. Collective intelligence is an effort, desire and idealistic goal, posing a range of problems rather than providing solutions. It is also a "spiritual perspective, its (cyberculture's) ultimate goal".[2] The *collective intelligence* currently expresses a rather negative connotation, as many authors point out that the new generations of users do not read books, and level of their knowledge, particularly of history, various arts, memory of a nation and culture is shallow, because everything is on the web.

2 The changing attitudes towards education

P. Lévy states that, for the first time in human history, majority of the knowledge acquired at the beginning of the professional career will be obsolete at its end. He says that, more than ever before, working means learning (just as V. I. Lenin used to say – remark of the author of the study), educating (knowledge transfer) and

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2   LÉVY, P.: *Kyberkultúra*. Praha : Karolinum, 2000, p. 116-117.

creating new knowledge. Cyberspace is the bearer of intellectual technologies that expand, exteriorize and modify many cognitive functions of man: memory (databases, hyper-documents, digital files of all kinds, imagination (simulations), perception (digital sensors, remote attendance and virtual reality) and thinking (artificial intelligence, modelling the complex phenomena). The author adds that these intellectual technologies support a) new forms of access to information and b) new types of thinking and cognition, such as simulation, real industrialization of thinking experience based on induction through experience rather than on logical deduction.

According to P. Lévy, these technological changes along with the way of learning, specific activities such as knowledge transfer and new technology of the individual and collective intelligence radically change the basic criteria of education and training.[3] It is in fact a systematic work of dialectically interconnected levels of activities aimed at the preparation for a particular occupation and continual improvement in it, i.e. lifelong education, but it mainly involves formation of a personality able to use critical thinking and professed values in order to prevent or uncover manipulation of any kind, thereby denying Marcuse's vision of a single-dimension man of the new era. The current reality has been reflected in a wide scale of literature that describes this state, raising a warning finger without distinction of cultures. "Trust no one under thirty" is like a password spreading over the Internet. And although it obviously does not completely reflect the practical life, it is like a guideline of the young people surfing in the sea of information.

The above-mentioned was concisely formulated by Mark Bauerlein in his book *The Dumbest Generation: How the digital age stupefies young Americans and jeopardizes our future (Or, don't trust anyone under 30* (2008, Slovak edition in 2010). In the introduction to the book, the author lists other publications discussing the issue, and states that they form the conflicting power, alliance, which tries to slow down the indiscriminate immersion into technologization of learning, reading, writing and all the social as well as intellectual life."[4] Unfortunately, it is not just an American syndrome, but a global one, with a greater or lesser impact and scale. A belief that if I do not know something, I can find it on the web, unconsciously suggests that it is not necessary to remember the basic facts of history, culture arts, the civic, political and cultural heritage and current events. Not to mention the context in which the historical and current events took/take place.

In Europe, it is supported by the over-bureaucratic education system that is a far cry from the European traditions of education and knowledge. The entire

3   Ibidem, p. 141-151.
4   BAUERLEIN, M.: *Najhlúpejšia generácia. Ako digitálna éra ohlupuje mladých Američanov a ohrozuje našu budúcnosť. Alebo: Never nikomu pod 30.* Bratislava : Vydavateľstvo Spolku slovenských spisovateľov, 2010, p. 8.

dialectically coupled socio-economic system navigates the young people towards the denial of the activities beyond the conventional cliché (which has always been the prerogative of young people) and their orientation towards pragmatism or "adolescent behaviour" (M. Bauerlein). On the one hand, the environment of insecurity accentuates their role of a fighter for material abundance, but on the other hand, they willingly accept the role of independent and autonomous persons (living with parents, free relationship without marriage, later pregnancy, etc.) to a much greater extent than their parents' generation did. Such a mode of existence is just a step towards the secret or even direct manipulation. Generational transfer of values (generational relay) ceases to exist. "The continuity of tradition has always been a delicate act and the generational relay can easily get lost" – wrote M. Bauerlein.[5] I believe that a teacher of a secondary/ tertiary school can play a very important role in this field. An author from entirely different socio-economic and cultural contexts blames universities for the low level of students' involvement in the fields of study and extra-curricular activities. It is due to our subsidy system that universities treat students as consumers or clients, instead of creating a unique atmosphere of inspiration with the challenging personalities who the students approach even after the lecture. "Universities are elitist in nature: their aim is to select the most capable part of certain generation and provide it with the best possible education, i.e. smash the elite teams and simultaneously renew them continuously". – wrote Tony Judt.[6]

This is related to the existence of "the Magi on the stage". The more diverse and peculiar, the better. Whether called a mage or guru, we believe such a person is necessary not only in the Indian ashram, but also in our universities: a unique and attractive personality able to inspire and be a model. They often exist in our neighbourhood, but there are no favourable conditions for them to spread the light of knowledge, if expressed by the Buddhist terminology. We thus provide open space to often dubious but very aggressive "personalities" on social networks. While it is a university that should be the most progressive centre of the generational relay of knowledge, ethical maturity, humility and the courage to tell the truth.

3 The academic *sacrum* versus the market *profanum*

Some days are festive and some are just weekdays. As M. Eliade writes, the *festive* has priority over the *secular*. Our everyday life is sort of organized by festive addresses and rituals. Everything may be *sacrum*, although frequently understood as a realm of holiness in the conjunction with religion and its practices. The opposite of *sacrum* is *profanum*, the space for the uninitiated, the profane. In this sense, we perceive the university as *sacrum*, a space for the initiated who long for new insights, knowledge, are open to new knowledge and try to distinguish what

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5   Ibidem, p. 144.
6   JUDT, T.: *Penzión spomienok*. Bratislava : Vydavateľstvo Salon, 2015, p. 112.

is valuable and how to improve themselves. Of course, it will not work without *profanum*, since *sacrum* and *profanum* represent the dialectical unity of two inseparable parts of our existence, including the area of education.

Currently, the colleges and universities are often blamed for degrading (making profane) their level of education with a student and later a graduate as an indicator of quality, and are unworthy to bear a noble name of university. Who is responsible for this? Many experiments have been carried out to get out of the situation. However, despite the many analyzes, universities fail to restore *the sacrum*. How can the teachers help overcome this anti-cultural nonsense? How should they pass on their knowledge to the new generations who should perceive it, store it in their own memory (not only in the Internet memory), categorise it on the historical and axiological bases, distinguish the cause and the consequences, while regarding the context? Knowing is more than being informed. Knowing means selecting the data of informational value, and realise the facts; knowing means investigation, comprehension and understanding of the overall form of the world. In terms of a teacher, knowing means passing the complex message to the students in an interesting way and inspiring the students to carry out their own investigation. Unlike the mere, though often important, information, knowledge is more than just something single-purpose-oriented.[7] In vulgar terms, information is just a click, while knowledge is an activity that requires a deeper penetration into the data, continuity with something that had been discovered, a new aspect of the old truths, thinking and linking the issues in the context, and finally reflecting the whole. New media are currently inevitable for the information search in cognitive activities in all areas of science, starting from engineering, through to the economic and social sciences. They added a new dimension to the educational process. Each country or nation has its own specific features, which, unfortunately, disappear under the unifying impact of globalization. Generally, the European education faces what K. P. Liesssmann called semi-education or ignorance. There is no space in this paper to discuss the Liessmann analyses in detail, but the widely promoted and preached "knowledge economy" and "the knowledge society" do not exist in fact. Liessmann called it *a confident ignorance*.[8] J. Epstein called this phenomenon *an eternal adolescence* – a wide acceptance of adolescent behaviour and interests that are far from the maturity.[9] New media play an important negative role in this systematic process. Initially a supportive tool often turns into an instrument destructing the human individual. One may object that it is primarily up to the individuals to what degree they succumb to negative influences, what path they select, how capable they are of self-reflection and generally the reflection regarding the media, society, culture, region, country, nation and individual relationship groups.

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7   LIESSMANN, K.: *Teorie nevzdělanosti. Omyly společnosti vědění*. Praha : Academia, 2008, p. 23.

8   Ibidem, p. 51.

9   BAUERLEIN, M.: *Najhlúpejšia generácia. Ako digitálna éra ohlupuje mladých Američanov a ohrozuje našu budúcnosť. Alebo: Never nikomu pod 30*. Bratislava : Vydavateľstvo Spolku slovenských spisovateľov, 2010, p. 38.

"Young people are prepared for e-learning, yet they have spent too many hours doing their own e-activities in the ways too entrenched to support education. (...) Solid reasoning requires concentration, while adolescent games can be managed immediately. (...) The real problem is that we have lost feeling for quality due to the democratization of expression. (...) The young people under the age of 30 have not changed. What has changed is the threshold of maturity and the rituals the young people undergo to become responsible citizens, i.e. the activities related to the knowledge and skills that bring maturity and understanding."[10] It is just a consequence of maladjustment of the liberal society.

Although M. Bauerlein's findings refer to the situation in the United States of America, they can be easily applied to the situation in our country and in Europe as a whole, with minor modifications regarding the specific features of individual countries. General education and overview, i.e. the knowledge of historical events, knowledge of arts and civic education, are not in any more. Every year since the academic year 2009/10, the author of the current study has carried out a survey in the form of a questionnaire mapping the level of general knowledge and basic knowledge about society, history and culture, reading preferences and the value orientation expressed as a personal model for students.

As the research continues, we can report on its partial results so far, without major generalizations. Yet, the results can be considered relevant. The answers to the questions concerning the basic secondary school knowledge cannot be considered adequate for the university students, especially if considering the students majoring in the media communication. The questions and answers map the general outlook. Knowledge of the sample of 585 students in six consecutive academic years (from 2009/10 through to 2014/15), studying both full-time and part-time in various years from freshmen to seniors is generally on a very low level, exhibiting no significant changes within the six-year history of the survey.

Students had problems to *name three highest constitutional officials* (correct responses delivered by 20% max.). Most often they correctly listed two of them (President and Prime Minister). The third one (Chairman of the Slovak Republic National Council) was incorrectly listed as one of ministers, president of the Constitutional Court or Prime Minister. Up to 90% of students did not record the changes in government, including various leadership positions and even the President. The question: *"What important event is associated with 17 November?"* was correctly responded by about 50% of interviewees, while other 50% delivered the answers of the type: Day of Victory over Fascism, Slovak National Uprising, Day of Republic, 17 November 1968 – invasion of the Soviet troops, a demonstration, a communist coup, uprising of students in Bratislava etc. Similarly difficult for the interviewees was the question: "*When and why was the Slovak National Uprising?*" Only 30% of students responded correctly. Some of them stated an incorrect date, while others failed to indicate the reason.

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10   Ibidem, p. 126-130.

The funniest answers were: 1964, defence against the armies of the eastern bloc, reaction to the Hungarian oppression in 1848, an attempt to gain national independence from Hungary, 1939 – beginning of the war against the Germans, 29 August 1949 – Slovak army invaded the eastern bloc, or even 17 November 1989 –start of the Slovak National Uprising ...

Question 4 regarding the *Holocaust* was answered by just 70% of students. There were some inadequate responses such as: it was a camp where Jews were placed during the war, it refers to Jewish issues and their exploitation ... The knowledge of *Marxism* and its founders has been completely erased from the memory of the young generation. Up to 98% of students do not know who wrote the Manifesto of the Communist Party, and considered Stalin, Lenin, Clementis, Husák, Beneš, Havel or Mečiar as its authors. Few of them knew only one author: K. Marx. The respondents showed better familiarity with *national minorities in Slovakia*, although autopsy defeated the official record, and some stated the Vietnamese and Chinese.

The next question *"List three Slovak writers"* was complemented by the open question *"What book did you last read and what you were interested by?"* The authors of "popular genre" concentrated in the Evita Press dominated in the list of writers, with Eva Urbaníková, the author and owner of the publishing house in the leading position. Other places were occupied by various authors, such as Maxim E. Matkin, Pavel "Hirax" Baričák, Jozef Banáš, Táňa Keleová – Vasilková, Boris Filan and Dominik Dán followed by Daniel Hevier, Dušan Dušek, Dušan Mitana, Michal Hvorecký, Ľubomír Feldek, Kamil Peteraj and others. The most popular books named were those of the Evita Press, i.e. the books by Dominik Dán, Jozef Banáš, Don Brown, Paulo Coelho, John Grisham and others. Sporadically, the students completing the bachelor or master degrees wrote the expression: *the literature I need to write my thesis.*

Reading preferences clearly show an interest in popular literature. "Interesting" responses were received to the question No. 8: "*Where in Bratislava would you go for a concert of classical music?*" About 50% of respondents stated the Slovak National Theatre, the Slovak Radio or the Slovak Philharmonic (Reduta), but sporadically also the Zichy Palace, the Primate's Palace and the Moyzes Hall of the Slovak Radio Broadcasting. Some of the responses stated: I do not listen to classical music. In several cases, there was no response to this question. Question 9 was originally designed as follows: "*Name at least three Slovak composers of classical music*", but we later reduced the number of composers to two due to the minimum amount of correct responses. Unfortunately, the respondents failed to manage even this limited version, though at that time we celebrated the 100th anniversary of J. Cikker and E. Suchoň's birthdays and media brought many articles about the composers. M. Schneider-Trnavský rarely appeared on the list. About 90% of the interviewees did not name anyone, some mentioned just one, others only confused composers with performers of different musical genres, listing P. Dvorský, Š. Margita, M. Malachovský, T. Sloboda or even Rafael Kubelík.

The young aspiring media professionals have no idea who the world-wide famous Slovak representatives of the arts such as Dušan Hanák, Dušan Dušek, Edita Gruberová, Josef Jankovič and Ilja Zeljenka are. Up to 95% of respondents left the question unanswered, no one wrote the correct answer, a few correctly stated professions of one to three individual artists. In the latter case, D. Dušek and D. Hanák dominated. Just to mention some of the most peculiar responses: E. Gruberová – politician, radio host, writer; D. Hanák – athlete, hockey player, actor, politician, ethnographer, composer, narrator; D. Dušek – composer, J. Jankovič – politician, writer, actor, composer screenwriter and director; I. Zeljenka – writer, historian, sociologist and athlete.

It may sound funny, but, unfortunately, it is too serious: it indicates the lack of interest and literally deletion of the events that that are not currently happening from the memory of students. Even after filling in the questionnaire twice or even three times, the students were not able to answer the question regarding the profession of famous artists, neither with the help of Google. This fact has a direct impact on the practice of young editors, journalists and managers who are convinced of their exceptionality. During the celebration of the 200th anniversary of Ľudovít Štúr's birthday in Uhrovec, a leading representative of a governmental office mentioned in his speech one of the closest associates of Ľ. Štúr, Jozef Miloslav Urbana (instead of Hurban). It was not a simple mistake, it was pure ignorance. Someone incompetent wrote a speech for him and he just mechanically read it without any interest.

The question which we consider to be very important concerns the student's personal pattern/model ("*Who is your personal pattern, and why?*"). N. Vrabec and D. Petranová presented an interesting contribution to this subject by their work called „New patterns of the youth in the context of media communication".[11] What they examine in this book is e. g. fields of this patterns. It should be noted that we had thoroughly explained the respondents what *a personal pattern* is in fact. Though the answers have not been completely processed, they can be considered as a certain characteristic value orientation of the given society, without comparing them with other researches into the subject. The dominating response was: I have no pattern. In a few cases, it was accompanied by a remark: I have no personal model, I do the things my way, or I try to do my best, I try to be myself. Several responses expressed certain orientation by stating: I do not have a single personal model; I am rather inspired by the ideas and actions of several people whose views I find motivating and interesting. The most frequent responses to the question were e.g.: my father, mother, grandfather, grandmother, older brothers or sisters, a relative. The most appreciated qualities of the designated personalities were their abilities to overcome obstacles in any case, maintain personal integrity in every situation, personal example in a particular situation and so on. The list mostly comprised

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11   VRABEC, N., PETRANOVÁ, D.: *Nové vzory mládeže v kontexte mediálnej komunikácie.* Trnava : FMK UCM v Trnave, 2013, p. 55.

the names of personalities of the professional orientation close to the study programmes of respondents, e.g.: A. Banášová, Z. Puškárová, or generally successful people such as A. Schwarzenegger, Beyoncé – the singer, V. Beckham, or heroes of pieces of art – Toni Montana, the main character from the Scarface movie, or the world leading personalities such as Jesus Christ, Mother Teresa, John Paul II. and Gandhi.

We can generally state that students do not always focus on the subject from the very beginning of the semester; they rather let the lectures inspire them during the semester and only then they express their interest in the subject and perform the related activities. They prefer receiving the compulsory knowledge of individual subjects in the form of a summary/synopsis required to pass the examination or test. By the way, synopsis of individual subject has always been a part of students' preparation for examinations, yet not as a single source of information. Majority of the current students lack study habits; they just collect information without any selection, with a massive help of the superbly mastered digital media. Not understanding/consideration/scrutiny/examination/ academic debate any more, but the reports are the main component of the study of social sciences and humanities. Many teachers, so called testomaniacs, have adapted to such situation. Of course, the issue is much more complex and broader, yet we find it important just to mention it, since it offers implications for understanding the younger generation via the intergenerational dialogue.

Conclusion

Where is the famous start, the trigger of the above-mentioned negative processes? Can we change it? What to do with the new media to make them induce only positive phenomena and help then widen the horizons (and not vice versa) of the young people who want to study? It is necessary that the university *sacrum* is not *profane*, because we need an educated person, not just a narrowly trained individual prepared to perform work tasks. Implementation of the best practices, it is what the EU materials state, what is transformed into the directives in individual countries, and what is being discussed in media. In 1845, Ľ. Štúr wrote that an educated man, i.e. an intellectual, takes care of his closest ones, but simultaneously has higher spiritual aspirations and interest in the country where he lives and the nation he belongs to..., while monitoring what happens beyond the borders of his homeland, world-wide, and generally in the mankind.[12]

The modern society seems to have consciously decided it needs a modern performer of certain actions, tighten up by the network of economic and financial relations reinforced by unintelligible contracts that make it impossible to breach them without injury. It is a global system which is implemented locally as appropriate, where a virtual network intersects with the financial-economic

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12 CHMEL, R.: Prvý slovenský politik. In *Pravda – (príloha)* Víkend, 2015, Vol. 25, p. 27.

dependencies, for *the good sake* of the subject. It is a total dependency, which is the subject of many analyses (e.g.: I. Švihlíková: Jak jsme se stali kolonií (How we became a colony), 2015, etc.).[13] Education, science, culture and art, including their specific features and the related issues, are part of it. University – a pride of the European education – has become a part of such system by systematically retreating from the proven classical value since 1999. "Poverty of the European universities bears the name of Bologna. Transformation of the European post-secondary education sector agreed by the European Ministers of Education in 1999 in Bologna and governed primarily by the idea of the Anglo-American model of a three-degree system was encouraged by the idea of creating a single European higher education system in order to increase comparability and thus the mobility of researchers and students."[14]

The intention is clear. Mandatory introduction of the three-year Bachelor study in all branches made all universities provide primary *"proto-scientific professional education"*. This is perhaps reasonable in the countries without a developed system of vocational education. For other countries, however, the Bachelor degree means quite an unnecessary restructuring of universities, liquidating the sense of university as a place of scientific vocational training, where unity of research and education is a presumption.[15] As another author concludes, freedom is a prerequisite for the growth of knowledge that is conditioned by the momentum of uncontrollability or uselessness; and subordination of education purely to utilitarian criteria may mean its destruction.[16]

In terms of the above-mentioned decision that was comprehensively analysed by K. P. Liessmann in his book, "an unprecedented bureaucratic machine that devours the creative potential of universities started working." "If master Chuang C (about 370 to 301 BCE.) could only see us today in our universities and campuses, striving in vain and destroying our health for the purposes of the accreditation scoring, activity reports, rating and ranking, magical calculations, project grants, percentages, degrees, guaranties, ordered reviews and citations along with other vile crap that has nothing in common with either science or wisdom and education! He would perhaps just point out that our minds must have been covered by cane, and he might remind us of the fact that "big knowledge is generous, little knowledge is prying, big speech is clear, little speech is chatty."[17] Decay of the European values takes place even in this direction.

13   ŠVIHLÍKOVÁ, I.: *Jak jsme se stali kolonii*. Praha : Rypka Publishers, 2015, p. 232.
14   LIESSMANN, K.: *Teorie nevzdělanosti. Omyly společnosti vědění*. Praha : Academia, 2008, p. 73-74.
15   Ibidem.
16   ZÁLEŠÁK, T.: Keď naša myseľ zarastie trstinou. In *.týždeň*, 2015, Vol. 12, No. 33, p. 58.
17   Ibidem.

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DATA JOURNALISM AS A TOOL TO INCREASE MEDIA LITERACY AMONG MEDIA PROFESSIONALS

Norbert Vrabec

Abstract
Data journalism is an extremely current trend providing a whole new dimension to the journalistic profession and at the same time represents a major challenge for the development of future media professionals. This phenomenon is also a response to many challenges that journalism faces in the age of digital media. Articles based on text and photographs only are becoming less and less attractive to the reader. Info graphics becomes the cornerstone in the media aimed at challenging the audience. It is possible to transform the seemingly boring data into visually very interesting as well as content-saturated media texts. They allow the reader to get a really comprehensive look at the issue. This fact alone is beneficial to the increase of media literacy among the audience. The aim of the article is to introduce briefly the contextual factors of data journalism and examine how this phenomenon fundamentally reshapes the existing routine form of journalistic work. We point out that data journalism approach eliminates the subjective view of a journalist and forces him to work with verifiable facts and not merely with feelings, speculations and presumptions.

Key words:
Data journalism. Data visualization. Journalistic profession. Media literacy.

Introduction

Data are an inseparable part of media contents – either presented as a part of a journalistic text, audiovisual content or used in a more or less sophisticated way as illustrative info graphics. Regardless the type of media content, the ability to work with data should be one of the basic abilities of every media professional. A journalist must understand what the data represents, its characteristics, the way it was acquired and processed, the source it is from and what it actually means. Otherwise there is a real risk that he will uncritically accept any figures and data and rely on their interpretation by authorities from external environment. In such a case a journalist has to largely rely mainly on working with mediated information which does not necessarily have to be identical with the source data, i.e. their meaning can be changed as a result of purpose interpretation of the data (might it be intentional or not). An experienced journalist should understand that the terms data and information are not synonymous and there is a significant difference between them. Data is contents in digital form presenting facts about processes, phenomena or elements of the real world. They have the form of data most often represented by alphanumeric symbols (numbers, symbols, letters, etc.) which can be processed, evaluated, compared, transferred and visualised in several ways further on. Information is the result of processing various types of data. It originates by defining, explaining, comparing, categorizing a by using a number of mental processes which help us to understand the point and draw

conclusions from the data. Thus, each piece of information should have specific information content. Its quality and quantity is derived from the source data used. If the source data cannot by identified clearly, the information a journalist is working with has a very low level of credibility and the possibility to verify it independently is limited. Unfortunately, in journalistic practice it is common to see a journalist who is not really interested in source data and the only credibility indicator of information he works with is the verification by two independent sources. Such procedure is relevant if the source data is not available, e.g. it is classified as secret or the interested institution refuses to provide it. However, if the data constructing the information is available and it is possible to acquire it, its verification by other persons (e.g. press agents of institutions, representatives of non-governmental organisations, experts, etc.) is not sufficient. However, working directly with available source data has still not become common in editorial practice. Being under pressure of editorial deadlines and other routines related to life in a media organisation, a journalist often relies only on verbalised statements of persons from external environment when acquiring and verifying information. These statements are often not based on any source data. Even if they rely on some data, it can be intentionally interpreted by a particular person or taken out of context, etc. If the acquired information is not based on any relevant data, a journalist should not work with it as with a fact but merely a subjective opinion, speculation or personal opinion of its author.

1 Data and information in the context of media literacy

A recipient of media contents should be aware also of this aspect of a journalist´s work with data and information. However, regarding the complex and complicated character of the issue it is not an easy task neither for a reader, listener or viewer. It requires a high level of media literacy to master it. The primary level is about the ability to distinguish factual information from author´s subjective opinions in journalistic content. It is natural that a journalist tries to mediate his viewpoints of ongoing events in the world to his reader, listener or TV viewer. A percipient of media contents with a developed level of media literacy should be able to identify the difference between a verifiable fact and opinion, the primary aim of which is not to inform but to persuade. A journalist does not often make it easy for the reader to distinguish a fact from an opinion. It is quite the other way around. He tries to present his opinion or subjective view of the events as the only one correct and undisputed. The situation is made even more complicated by erasing the differences between news and analytic journalistic genres (e.g. commentary, note, analytic article and other genres of so called journalism of a rational type). News journalism in Slovakia frequently uses so called "commenting extended news, which besides the answers to six basic journalistic questions includes author´s possible commentary."[1] In this context we have to emphasise that even the commenting

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1   TUŠER, A.: *Ako sa robia noviny.* Bratislava : SOFA, 2003, p. 96.

element included in journalistic genres should be based on verifiable facts and not only on personal opinion or author´s impressions. Should there occur any commenting extended news, each critically thinking percipient of media content must stay alert. It often happens in journalistic practice that a journalistic text appearing to be common news journalism is actually a commentary. The higher level of media literacy requires the recipient to be able to distinguish in media content not only personal opinions, speculations or journalist´s beliefs but also those of other subjects he quotes or paraphrases in the report. Most frequently it is the statements of people addressed by the journalist himself who give comments to particular topic.

People commenting media content can be categorized by several features. For the purposes of our study we use the criterion of the bias level. The highest bias level can be identified among the press agents of institutions, organisations, companies, etc., who often give comments on the topic. Majority of experienced journalists fully understand that their statements and comments are not independent and they directly or covertly defend the interests of organisation they represent. We need to understand that "media are objects of interest of political subjects as the behaviour of mass media towards them and their opponents has impact on their success. Thus, they try to influence their activities to their benefit."[2] A critical view of seemingly objective statements is therefore important also among the audience. Media competencies include the ability to understand that the information presented by press agent cannot be taken as information based on source data but merely as purpose-oriented interpretations. Their main aim is to build or protect the positive image of an organisation or a person. That is not to say that a press agent or a politician always deceives the audience and it is necessary to cast doubts upon them. Critically thinking recipients know it is sufficient to understand that statements of e.g. press agents are not synonyms for verified facts and it is important to perceive them in this context. The audience finds it relatively difficult to identify persuasive activity of experts in media content. Based on their social status they comment on topics they have a lot of information about and thus seem to be trustworthy. It most often applies to allegedly independent professionals in given area, representatives of various think tanks, non-profit organisations, etc. Media literate audience should identify whether they deal with factual data (possibly verifiable by source data) or personal opinions, impressions or purpose-oriented persuasion in accordance with their value orientation and world-view perspective.

When considering the credibility of information mediated by experts it is important to understand the mechanism how journalists select and address them. In journalistic practice it is rather rare for a journalist to contact systematically experts with completely different view of an issue. The representation of various

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2   VIŠŇOVSKÝ, J., BALÁŽ, M.: Nastoľovanie tém a vplyv lokálnych médií na formovanie verejnej agendy – prípadová štúdia. In *Communication Today*, 2012, Vol. 3, No. 2, p. 109.

parties in the opinion spectrum is often limited to a scheme in which one party is represented by e.g. a press agent or another representative of an institution and his opponent is a professional in given area who is independent of that institution. The selection of an expert is not random and it significantly contributes to the construction of the overall tone of the media content. If a journalist contacted experts from various parties in the opinion spectrum, he could considerably disrupt his predefined perspective on the issue. In order to understand and distinguish correctly between the meaning of the terms data and information we should not forget how to deal with statistic data. In journalistic practice it is not very common for a journalist or a media organisation to deal with the implementation of own survey connected with data collecting, processing and subsequent interpretation of source data. It is not the mission or core content of media activities. That does not imply the journalists would not come into contact with information in form of various statistics. On the contrary, providing information about the results of various surveys and researches is an integral part of journalistic profession. However, the problem is that only a relatively small group of journalists work with primary data sources, i.e. at least with original research reports, not to mention the data sets which the statistic findings are based on.

In the detailed analysis of journalistic reporting on the survey and research results we found out that journalists rely most frequently on secondary sources only, i.e. mainly press releases published by the organizers of statistic inquiry or press releases by press agencies. Relying upon such sources does not allow the understanding of mutual relations, connections and data interconnections. Even more dangerous is the fact that both journalists and audience believe in the misconception that the presented information is empirical and it is necessary to accept it uncritically only because it works with figures and percentages. It is often neglected that even the statistic results are socially determined and it is possible to influence them by the applied methodology of data collecting and evaluating, selection of research sample and mainly by the way of their interpretation. The interpretation of survey and research results is the weak point of current journalistic practice. The most frequent mistakes are:
• Taking facts out of context.
• Intentional or non-intentional purpose interpretation of facts with the aim to make dull statistic data more attractive.
• Indifference towards applied research methodology.

2 Data journalism in journalistic practice

Before the massive spread of the Internet into almost all spheres of professional and private life it was one of the key tasks for a journalist to acquire information, process it and mediate to the audience. This traditional approach based on reporting about events, phenomena and facts of objective reality is becoming

less current. Modern audience is saturated with information and the role of a journalist as a mediator of information weakens. Readers, listeners and TV viewers are no longer interested only in collecting more and more information. They need the media professionals to help them better understand the complicated social reality and ongoing events. However, it does not mean the audience would not be interested in factual data and rely purely on the explanation provided by journalists. Explanation and subjective evaluation of events and facts by journalists is for the audience more attractive than non-involved news reporting. At the same time it is a great threat to the audience as subjective commenting without references to source facts opens a wide space for persuasive activities of a journalist. He can present the audience with the world perspective and ongoing events in a way which is in accordance with his personal beliefs, attitudes, life experience and values. It becomes dangerous when informing about facts is substituted by journalist´s comments. This allows the journalist to present the audience with his viewpoint exclusively. Mostly no alternative viewpoints or attitudes, which the author of media content does not identify with, are mentioned or taken into consideration.

Percipients who do not want to rely merely upon the interpretation of events mediated by journalists face rather complicated situation. If they want to verify the authenticity of the information presented by a journalist, it requires relatively hard work – active searching, evaluation and comparison of various information sources, mostly in the Internet environment. Current mass media are not very responsive to such critically thinking members of audience. Neither do they support them in verifying information from various independent sources. From the point of view of running media organizations such approach is understandable as their goal is not media education but keeping the attention of the audience with their own media content as long as possible. Any distraction of a reader, listener or TV viewer is not appropriate and counterproductive as there is a danger that while verifying the information he could switch to another channel, page another magazine or search the information on the Internet. There is a suitable solution that can help to break down the dilemma of existing contradictions between the interests of a media organization and members of audience – data journalism. This solution significantly increases media and information literacy on both sides of the communication process – journalists and audience. Data journalism can be widely characterized as the application of data science knowledge in the area of journalistic practice.[3] It is actually a systematic process focused on the extraction of various types of information from source data and subsequent search for mutual connections and links, setting the information into broader context and its detailed analysis. The aim of the process is not only a graphic visualization of known facts and events, but also the search for interesting themes for new media contents, presentation of trends occurring on the level of an individual and society and identification and

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3   HOWARD, A. B.: *The Art & Science of Data-Driven Journalism.* New York : Columbia University, Tow Center for Digital Journalism, 2014, p. 6.

explanation of behaviour patterns of various agents in objective reality. Last but not least, data journalism might be useful for journalists as a practical tool with which they can confront the statements of politicians, representatives of public administration and various experts of non-governmental activists with source data. Such approach to working with data provides huge and up to now relatively not much used space for new and more effective forms of journalistic work.

The key moment in data journalism is the work with numbers and statistics by help of which we can tell a story.[4] Data journalism should not be confused with the use of info graphics, e.g. in form of simple tables, graphs or other visualization of data. Graphic visualization of figures in the form preferred by readers, i.e. info graphics, is a very important part of data journalism. However, it is not its core. Visualization might be seen as a very useful tool or means applicable in journalistic work with data. Statistic data have been used in journalism since the beginning of the 19th century.[5] The impulse came from the Scottish economist William Playfair who created graphic methods for visualization of figures and statistic data (e.g. well-known bar and pie charts) which have been used up to present days. Graphic presentation of quantifiable data has been applied mainly in economic and business press, professional periodicals and in smaller extent also in news periodicals with general focus. The use of graphs and tables got a new impulse with the arrival of digitalization and ICT into editorial practice. Work with info graphics in the conditions of media organizations is no longer a new phenomenon and it has a relatively long tradition. Despite this fact we do not consider the ways of data processing existing up to now to be data journalism in the right sense. The use of info graphics in current media practice was more about descriptive visualization, i.e. graphically processed data only illustrate the meaning construction made by a journalist based on the statements of various people involved (politicians, public administration journalists, experts, press agents, respondents in street surveys, etc.). This basically means the journalist does not rely upon the data available when producing a media content but more on their interpretation provided to him by somebody else, mostly a person or an institution with the status of a professional in the given area. Compared to this procedure data journalism attempts to use existing data when producing a journalistic content and build the story on these data, reveal new connections, hidden facts and explain ongoing events based not on subjective opinions and statements of various parties, but more on a systematic analysis of the acquired data. Data journalism is thus not only sophisticated means to illustrate graphically events and phenomena of objective reality. Its main aim is to find and produce interesting stories which are based on seemingly boring and dull data.

It is possible to discover new facts and their mutual connections which would stay hidden to the eyes of the public without the procedures of data journalism

4   ROGERS, S.: Data Journalism is the New Punk. In *British Journalism Review*, 2014, Vol. 25, No. 2, p. 31.
5   GRAY, J. et al.: *The Data Journalism Handbook.* Sebastopol : O'Reilly Media, 2012.

by using efficient software tools allowing a deep analysis and subsequent attractive visualization of source data. "A good journalist should have a set of visualization tools at his active disposal. There is no sense in starting with the complicated ones, it is important to master safely the basics."[6] Data journalism allows revealing of the hidden and unused potential present in existing data sources. A plus is that a big part of these source data is relatively easily accessible in the Internet environment. The access to them does not require any or minimal financial expenses. Public institutions produce a huge amount of complex data files and they share it with the general public free of charge in accordance with the policy of open data access.

3 Tools of data journalism

Journalists, analysts and also the representatives of civil society who want to work with data (e.g. when revealing corruption, ineffective use of public sources, etc.) can choose from a wide range of tools and applications allowing them to search, select, analyze, interpret and visualize data. We list some of the applications and tools used in data journalism in Table 1.

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6   ZNAMENÁČEK, T. et al.: *Příručka datové žurnalistiky.* Praha : Fond Otakara Motejla, 2013, p. 46.

Table 1: Summary of selected tools and applications usable in data journalism

Category	Examples
Databases of source data	Data.Gov.sk
	Datanest
	DATAcube
	STATdat
	Slovstat
	Eurostat
	The World Bank Data
	UNESCO Database
	OECD.Stat
	Knoema – World Data Atlas
	Worldometers
Tools to be used in data processing and their visualization	Open Refine
	LibreOffice
	Import.io
	DataWrangler
	Google Fusion Tables
	Google Public Data Explorer
	Datawrapper
	Tableau Public
	GapMinder
	ProtoVis
	Mr. Data Converter
	Infogr.am
	Draw.io
	Plotly
	Tabula
	Vida.io
	IBM WatsonAnalytics
	DataHero

Source: Own processing

Compared to the recent past many of these tools are attractive to the users and practically adapted for those without deep knowledge in programming. Such tools are very useful in this area and along with statistics they are intensively used in data science. However, even a journalist who does not have a lot of experience with statistic data processing and programming can use many applications and tools adapted to the needs of journalistic practice. Journalists who have no experience in this area are recommended to start with gradual steps, e.g. acquire the basic knowledge about data analysis and working with spreadsheets.[7] More frequent use of multimedia and interactive visualizations brings a new dimension into data processing. Originally static data and plain tables can change into attractive and sophistically processed journalistic texts where the applied info graphics is used not only to be browsed. The user can

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7   ZANCHELLI, M., CRUCIANELLI, S.: *Integrating Data Journalism into Newsrooms.* Washington, D.C. : The International Center for Journalists, 2014, p. 5.

interact immediately, i.e. work with data according to his information needs and interests.

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GRAY, J. et al: *The Data Journalism Handbook.* Sebastopol : O'Reilly Media, 2012.
HOWARD, A. B.: *The Art & Science of Data-Driven Journalism.* New York : Columbia University, Tow Center for Digital Journalism, 2014.
ROGERS, S.: Data Journalism is the New Punk. In *British Journalism Review*, 2014, Vol. 25, No 2, p. 31-34. ISSN 0956-4748.
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THE IP CITIZEN

Zbigniew Widera

Abstract
One of the most important problems of the modern world is finding a balance between the possibilities of communication technologies and the damage they bring by limiting the citizen's right to freedom. The answer to the question how to protect a person against the aggressive conduct of corporations and services operating on behalf of politicians is one of the fundamental problems of modern civilization. The user of the Internet is gradually becoming its slave – the IP citizen with a number assigned to him in the net. He is constantly subject to close scrutiny of what he is doing, what he is interested in and what he is thinking about. In the continuous process of exerting influence on him, in the overwhelming world of information he is becoming more and more helpless.

Key words:
Marketing. Media education. Surveillance. The Internet. The new media.

1 The era of Facebook

Facebook announced the creation of a special laboratory in Paris where a team of researchers will be working on solutions in the field of artificial intelligence, namely – the deep learning. Artificial intelligence and moral problems associated with it is an issue that with varying regularity keeps appearing in the media and literature. Its critics argue that work on it is bound to incapacitate its creators. The Matrix movie will cease to be a mere fantasy. Over the last decade there has been a special revival around the usage of algorithms imitating thinking. The giants of the IT market, with Google, IBM and Facebook at the forefront, began to create laboratories focused on developing this yet futuristic field. Facebook urgently wants to expand its IT infrastructure on algorithms capable of learning and analyzing the user's behavior, recognizing speech and objects in the photos. Marc Zuckerberg, for many the idol of the twenty-first century, wants to apply the method of deep learning to meet his goals. The solutions based on deep learning are increasingly being used in all kinds of recommendation systems, like for example Spotify or Netflix. The latter announced a contest in 2009 where one could win a million dollars for creating a more effective than their own algorithm of movies prompting.[1]

$1, 870, 000$ likes arise every minute on Facebook. They are the traits that appear in the network. Living in the network we are constantly exposed to the exploitation of our data by various entities. A person can no longer stay anonymous. Is the

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1 KOTLIŃSKI, D.: *Facebook otwiera centrum sztucznej inteligencji w Paryżu. W Polsce „deep learningiem" zajmuje się tylko jedna firma.* [online]. [2015-09-15]. Available at: <http://innpoland.pl/117767,facebook-otwiera-centrum-sztucznej-inteligencji-w-paryzu-w-polsce-deep-learningiem-zajmuje-sie-tylko-jedna-firma>.

average Internet user aware of the fact that others can see what he is doing? What part of his life may be subject to surveillance? The amount of information is growing by the possibility of data collecting. The 'cookies' are the tools to find our habits and behaviors, needs and interests. Facebook invigilates its users for the purpose of targeted advertising, selected on the basis of the users' interests expressed in the network. In this way, billions of consumers can be deprived of the right to make their own decisions. Consumer data coming from the apparently insignificant website viewings is growing geometrically. A person sitting in front of a computer, connected to the Internet via mobile devices becomes a commodity sold by companies trading in information exchange. No one knows what impact the twenty-first century people trafficking is going to have. Several billion pieces of data per second is stored in the so-called *Cloud*. Data is collected and processed in special stores of virtual information. For the period of five years Google keeps everything that interested the objects of its surveillance within that time. It seems that Google knows the answer to the question *Who are you*? better than the person analysed.[2]

2 Online privacy

To what extent can consumers control their personal data if state regulations do not protect it? Google has access to the life of each and every one of us and their search engine converts 97% of information in Europe. It marks the beginning of a new version of totalitarianism. Viviane Reding, the Vice President of the EU Justice Commission, and Rafał Trzaskowski, the Polish Minister call for the acceleration of works on the European reform of Online Privacy. '*This reform should be a priority for the European politicians in the next six months'* they wrote in the statement on the European Data Protection Day, on 28th January 2014. There is a sentence in the content of the statement which reads: 'C*itizens should be able to regain control over what happens to their personal data, because we live in times when it became the currency driving the digital economy. The stability of this currency, like any other, requires trust.*[3] A. Pentland claims that we should be receiving a warning each and every time our data security is breached. People have the right to know who and why collects data on them.[4] Life in the observed society goes beyond the imagination of G. Orwell. Multinational corporations, going unpunished, steal the digital freedom of network users who unwittingly entrust them with their lives. The Internet giants and intelligence agencies of various countries deliberately take advantage of the lack of legal protection of the human identity. E. Snowden's example shows what can happen to the data

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2   *Cyberinwigilacja. Mamy was na oku.* [online]. [2015-09-21]. Available at: <http://www.planeteplus.pl/dokument-mamy-na-was-oko-cyberinwigilacja_44045>.

3   *Ministerstwo Administracji i Cyfryzacji RP.* [online]. [2015-09-21]. Available at: <https://mac.gov.pl/aktualnosci/wspolny-apel-komisarz-reding-i-ministra-trzaskowskiego-w-dniu-ochrony-danych-osobowych>.

4   VALENTI, A.: *An Eye on You (Full video).* [online]. [2015-09-21]. Available at: <http://www.planeteplus.pl/dokument-mamy-na-was-oko cyberinwigilacja_44045>.

when someone wants to use it; beyond the borders marked by applicable law, the provisions of which can be interpreted freely. The recently disclosed American greed for eavesdropping on everyone, including its allies, led to the crisis of confidence among the political partners.

To what extent the Patriot Act, a program introduced by G. Bush with the consent of Europe after September 11 allows an arbitrary surveillance of the citizens? The category of terrorists' surveillance has been extended to include other social groups. The control of the entire population is being justified by the need to track down individuals who have hostile intentions towards their designated purposes. The NSA (a monitoring agency), hiring 15 thousand agents invigilates Americans on a vast scale, without their knowledge. The rationale behind it is that this is a state of higher necessity. The methods of formal regulation and control mechanisms need to be in line with freedom of speech. They need to combine differences in the interacting societies[5], and require thoroughly planned marketing activities. *The Universal Declaration of Human Rights* (Art. 19), as well as *the International Covenant on Civil and Political Rights* (Art. 19 paragraph 2) provide that everyone has the right to freedom of expression and is entitled to freedom of speech. And what about the parallel negative phenomena? Is it feasible that in the international dimension a universal law model is effectively established and updated to technological progress?[5] The one that is respected in every latitude? Can its global reach be trusted when the most developed countries keep competing in the development of the surveillance technology? The accompanying question of freedom defenders which reads: *Who has the right to control those who control the society, in practice excluding the legal responsibility of the state official authorities?,* remains unanswered.

3 Surveillance without responsibility

How does the responsibility of search engines' operators and responsibility for referring in the Internet function?[6] The services provided by the Internet search engine operators meet the criteria of information society services because they are provided remotely, by means of electronic equipment used for processing and data storage, as well as at the individual request of a recipient. They are activated when the user's password is entered in the search box. The search engine owner makes a profit on advertisements. Has the responsibility of the Internet search engine providers not been deliberately regulated by the Directive 2000/31/EC[7], and many other laws of other countries? This is explained by the fact that

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5   CHRUŚCIAK, R.: *Konstytucjonalizacja wolności mediów, wolności wypowiedzi oraz Krajowej Rady Radiofonii i Telewizji.* Warszawa : Elipsa, 2004, p. 13.

6   ROMANOWSKI, M.: *Wolność słowa w mediach elektronicznych.* Warszawa : Łośgraf, 2003, p. 101.

7   *Dyrektywa 2000/31/WE Parlamentu Europejskiego i Rady z dnia 8 czerwca 2000 r. w sprawie niektórych aspektów prawnych usług społeczeństwa informacyjnego, w szczególności handlu elektronicznego w ramach rynku wewnętrznego (dyrektywa*

at the time of adoption of the aforementioned Directive, the significance and universality of search engines were not as great as they are today. The European Commission was obliged to examine the need to adapt the provisions of the Directive concerning the liability of the providers of hyperlinks and location tools services.[8] The lack of specific regulations in the Directive 2000/31/EC for the procedures of dealing with illegal content stored by the service providers has led to significant differences in the legislation of the EU countries. The analysis of the regulations implemented by the Directive leads to the conclusion that many countries decided against regulating this issue, hoping that this procedure would be worked out in the future. In his report presented to the Human Rights Council in June 2011 in Geneva, the UN special Rapporteur Frank La Rue highlights the Internet as an important tool for freedom of opinion and expression, and for the realization of other civil rights and freedoms.[9] He warns, however, that the right to freedom of speech is being threatened by actions of governments around the world, including the democratic ones. The report contains recommendations for regulating the intermediaries' responsibility for the network content, and guidelines relevant to combating child pornography online.[10] The main concern signaled by the rapporteur are attempts to stifle political opposition in the Internet undertaken by the oppressive regimes, e.g. in China, where the bloggers are imprisoned, the websites are blocked, and the Internet resources are mass-filtered. The regimes also create the Internet police (called cyber police).[11]

4 Media education

Protection of civil liberties is achieved through the provisions of law but can also be attained by Media Education. The process of education should start in primary school and be continued throughout high school and college, in order to build the socio-cultural capital in the knowledge society. The importance of Media Education was observed by the First Congress of Media Education which took place in Krakow in 2014. It was defined as follows:

- Media Education is a key area of civilization's competence development in the civil society and the societies of knowledge. It should be an integral part of the

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o handlu elektronicznym). [online]. [2015-09-21]. Available at: <http://eur-lex.europa.eu/legal-content/PL/TXT/?uri=URISERV%3Al24204>.

8   REED, C.: *Internet Law. Text and Materials.* Cambridge : Cambridge University Press, 2004, p. 34.

9   *Report of the Special Rapporteur on the promotion and protection of the right to freedom of opinion and expression, Frank La Rue.* [online]. [2015-09-21]. Available at: <http://www2.ohchr.org/english/bodies/hrcouncil/docs/17session/A.HRC.17.27_en.pdf>.

10   WICHURA, J, WIDERA, Z.: Freedom of speech and the responsibility for publication in newspapers, radio, television and Internet. In MATÚŠ, J. PETRANOVÁ, D. (eds.): *Nové trendy v marketingu. Conference Proceedings.* Trnava : FMK UCM v Trnave, 2012.

11   BOJAR, B.: *Słownik encyklopedyczny informacji, języków i systemów informacyjno wyszukiwawczych.* Warszawa : Wydaw, SBP, 2002, p. 45.

educational policy and the education system at all levels of education. It should be an integral part of the notion of Lifelong learning, a tool for equalization of educational opportunities and a tool for preventing the phenomenon of digital exclusion.

- The ultimate goal of Media Education is teaching competence called media competence, digital competence, e-competence, or media and information competence. Regardless of their name, their essence should be learning *'about the media, through the media, for and to the media.'*
- Media Education needs to be viewed in a holistic and multidisciplinary manner, rather than being independent psychological, sociological, and pedagogical or media-oriented studies. Such socio-humanistic approach to Media Education should be then confronted with the technological approach, so that the dialogue and cooperation between the representatives of both approaches is possible.
- Media Education should be applicable and useful in developing various human competencies (including social, cultural, civil or communication ones). It should also modify the content and forms of education according to the emotional and social cognitive abilities of the recipients.
- Media Education should correspond with the phenomena of contemporary media culture referred to as convergence culture, or culture of participation.
- Media Education should not ignore the issues of political and business determinants of the media. This calls for training in understanding the phenomena related to the economics of the media, as well as developing critical thinking skills and media coverage analyses. It should promote the acquirement of skills with regard to understanding the social, political, economic and linguistic media conditioning, understanding the relations of power and ownership in the media, and creation of the world's image by the media.
- The legal-proprietary aspect should be a legitimate part of Media Education and media competence training.
- Media education is and always should be implemented in a multifaceted form: as an informal education (e.g. in the family, circles of friends and peer groups, or through educational activities of non-governmental organizations and cultural institutions), formal education (e.g. in schools and universities) and non-formal education (as an asystematic, unorganized, lifelong process).
- In formal education it is advisable to consider media literacy education in a coherent curriculum within different subject areas, particularly the Polish language, history, social studies, artistic education, music education, technical education and computer science. Such a coherent program would allow education of different media competences needed to operate freely in the social, civic or cultural life. What should also be taken into account is customizing the content and forms of education to cognitive, emotional and social abilities of the recipients.
- Media education is also a challenge for the psychologists and school counselors due to the prevention and teaching development-oriented media behaviors and safe usage of the media (combating the phenomenon of cyber bullying, cyber aggression and behavioral addictions). In addition, it is worthwhile to show

positive ways of using the media and new technologies by the students, their teachers, as well as school psychologists and educators.

• The media and new technologies are not a panacea for every educational problem, however. Without the proper equipment in the educational establishments media literacy is not possible to be introduced. The Internet may be a great equalizer of opportunities, nevertheless it contributes to the creation of new social divisions and digital exclusion. The solution seems to be, in addition to providing and systematic updating of infrastructure, primarily investing in education, including education of teachers and educators.[12]

'*One man's freedom ends, where another man's freedom begins*' – does this quotation by Alexis de Tocqueville[13] convey the dangerous phenomenon of surveillance and marketing usage of data coming from peoples' voluntary presence in the Internet? So far such practice has been overexploited without the knowledge of the Internet users. Google devised a simple solution to this problem. It made its users to accept its Privacy Policy. The Google search engine can only be operated when the Internet user agrees to processing of their personal data. In this way the Internet users authorize Google to display advertisements based on their interests, which are revealed by the personal data Google stores in, as well as advertisements based the words typed in the search bar, or the YouTube videos viewed. (…) *For free data processing.*

5 Road to nowhere

The search engine owner does not obscure their intentions. One can read on their website: '*when you sign in with your Google account we will remember your choices of websites in all search engines and across all devices. We will know what you are doing*, one can only add. The futuristic Citizen of George Orwell's *1984* has now become a real IP Citizen, controlled by the Big Brother of the Internet.

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12 *Rekomendacje I Kongresu Edukacji Medialnej, która odbywała się w Krakowie w 2014.* [online]. [2015-05-19]. Available at: <http://www.krrit.gov.pl/Data/Files/emurawska/wnioski-i-rekomendacje-po-i-kongresie-edukacji-medialnej.pdf>.

13 ROMANOWSKI, M.: *Wolność słowa w mediach elektronicznych.* Warszawa : Łośgraf, 2003, p. 76.

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NEW MEDIA ACTIVISM, BRANDS, NETWORKS RESPOND TO E.U. MIGRANT CRISIS

Viera Žúborová

Abstract
In the last years, social media represent very dominant tool not only in the field of education or sharing, information diffusion, but in a distinctive way they also begin to interfere to fundamental, every day and social activities of individuals acting not only in online but also offline surrounding. Therefore, activism becomes dominantly visible within online sphere which not only destroys the borders of sharing and activation but also territorial or time detachedness. In the last weeks, there was a distinctive expand of various initiatives in social media reacting to refugee (migration) crisis that has stroke in Europe. The given article tries to analyse selected cases of online-activism in the context of migration (refugee) crisis. And at the same time, it expresses the opinion that online communities acting within western countries are more developed and organised than online communities in conditions of the Slovak Republic in relation to activism. Respectively, the given online-activism is not so much promoted by media, it does not enjoy the interest of media as it does in other European countries. We suppose that given phenomenon is influenced by social media environment in society, or more precisely, until today, the given media are not taken as relevant communication and education channels in comparison with technologically more developed countries.

Introduction

The migration crisis has distinctively influenced not only individual societies within Europe, their governments or decisions, but it has also stroke to activities, content, context of various types of media. As soon as the migration crisis has begun to escalate in Europe and the old continent has tried to cope with float of refugees from the war threatened Middle East, not only individual statements of politics and influential individuals but also communication flows themselves, that have created content and context expanded within networks, have begun the centre of interest. We can assume that in the previous months modern media and mostly social media have distinctively stroke not only to content and context creating as well as the whole appearance of migration crisis, but they have also influenced individual opinions, attitudes of the users. The main aim of the given article is the comparison of foreign modern (new) media with media within the Slovak Republic in the context of migration crisis. The dominant focus will be put on the ability of content and context moulding, the adequate reaction to migration crisis as well as the ability to influence, in a real way, activities and opinions of society they act in. The aim of the given article is to contribute to discussion about to what extent new media (or more precisely their users) are

able to utilise the potential in such crisis situations. Seeing that only growth of profiles on social networks shows clear and apparent communication trend with target audience. Not only every local politician has his/ her own profile on social networks, but also every civil activity tries, in an intensive way, to affect every day thinking or activities of the potential receivers and „audience" of given media. In other words, social media are nowadays taken as so called „consumer-generated" media describing various types of online information sources that are created, shared or used by consumers aimed at education about every day or specific needs (goods, brands, services) or topics, actualities.[1] Therefore social media serve not only for education or information searching, but in a distinctive way they mould position, opinions and topics of society (not only in virtual space).

1 Social media as a unique promotion, transmission and education tool

Social media nowadays have changed not only information transmission or impact on potential target audience but also the behaviour of its users – consumers. The internet has meantime become one of the most highly used media and dominant information spring-funnel that is spread by individual consumers. Multiple studies as well as researches demonstrate that in recent years consumers have begun to „veer" from so called traditional media or advertisements presented in TV, radio, magazines and the like. Such turn appears because of their behaviour within everyday life as they increasingly begin to claim complete and fast reactions to their problems, or more precisely they continuously begin not only to adopt, but also to control their own medial consumption. These authors therefore state that given individuals require fast information access and concrete answer, suggestion to the situation.[2] As a result, they consequently turn to new (social) media that are able to provide such information immediately and offer fast/ prompt solution and decision for their situation.[3] Social media create specific/ unique space in decision making of consumers themselves. They can be taken not only as a promotion tool but also a unique tool of transmission and education among individual consumers. Therefore, social media represent new relation to the field of „consumer society", precisely „consumer-to-consumer" relation, when individual internet users have the possibility not only to spread, share their attitudes towards concrete products, services, personalities or topics,

1   BLACKSHAW, P., NAZZARO, M.: *Consumer-Generated Media (CGM) 10: Word-of-mouth in the age of the Webfortified consumer.* [online]. [2015-15-09]. Available at: <http://www.artsmarketing.org/marketingresources/files/Consumer-Generated%20Media.pdf>.

2   VOLLMER, C., PRECOURT, G.: *Always on: Advertising, marketing, and media in an era of consumer control.* New York : McGraw-Hill, 2008, p. 6; RASHTCHY, F. et al.: *The user revolution: The new advertising ecosystem and the rise of the Internet as a mass medium.* Minneapolis, MN : Piper Jaffray Investment Research, 2007, p. 48.

3   BLAHA, L.: The Limits of Hegemony? In *Slovak Journal of Political Sciences*, 2015, Vol. 15, No. 1, p. 6.

but at the same time to meet up and interchange opinions, educate themselves across virtual community. In other words, social media provide the possibility for individuals to communicate with anyone, or more precisely one user is able to „literally"address hundred to thousand users of the same social media all around the world.

It is the given ability to address potential users worldwide that gives social media the power to create new organised groups that make the space for sharing of common opinions, ideas and thoughts.[4] However, given groups are not perceived via classical Weberian conception of highly hierarchical organisation, but they are understood as fragmented communities sharing common thoughts, opinions and methods. In the framework of such interactions, that are much more often on social sites, new „leaders" are being to appear who begin to influence not only users of given media, but, according to numerous researches, also traditional media. I can accordingly state that nowadays social media are one of the most effective organisation forms of individuals, groups or communities. The given „uniqueness" is dominantly influenced by character features of social media themselves, precisely by flexibility, range-ability and the ability to „survive". As Manuel Castells points, social sites have the ability of prompt reaction also under the change of environment they act in. In other words, they are able to spread and assert their aims also in case when given surrounding is not in their favour as they know relatively easily how to find new connections to spread opinions, users attitudes.[5] The given, nearly inexhaustible potential of new media is being used not only by individuals but also by firms, political organisations, various movements that want to affect and influence new online society acting in given space.

2 Online-activism and new media

As it was mentioned many times before, social media have changed not only the world, but also the ability to be in contact with the nearest family or friends or other internet users. In other words, social sites have changed the way of relations making and building. Online-activism can be easily defined as a new form of gathering, connecting of individuals via the internet or social sites. In other words, online-activism or so called cyber activism, or internet activism is a process of making and managing various types of activities. Online petitions, activation of mass verbal protests, or more radical forms such as hacking of websites belong to the most used forms of such specific type of activism. These activation forms can be found not only in blogs, internet bulletins, online communities, but also in other specific social media such as YouTube. In context of online-activism,

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4   LUKÁČ, M.: *Koniec neefektívnej marketingovej komunikácie v múzeách.* Trnava : OZ FSV, 2015, p. 78.

5   CASTELLS, M. et al.: *The network society: a cross-cultural perspective*. Northampton, MA : Edward Elgar, 2004, p. 329.

several authors state that social sites have created unpredictable possibilities for information flow, social influence to democratic revolution. Despite the existence of several studies analysing relations between the internet and civic engagement, there is still the absence of deeper analyses of social movements, their activities within virtual world or activities of individuals in context of online-activism.[6]

Table 1: „Traditional activism" versus Online-activism

	Traditional activation	Online activation
1	Comes from pluralistic society.	Comes from the growth of complexity of society and the loss of control over communication within free networks.
2	Comes from heterogeneity of society.	Comes from the growth of heterogeneity of society in context of the internet impact.
3	The growth caused by failure of social responsibility (so called CSR – Corporate Social Responsibility)	The growth caused by failure of the „main"public opinion in context of CRS and also non-CRS.
4	Activation over one topic limited by territorial borders.	Activation over topic not limited by territorial borders, the basis are rather set on functional logic.
5	Activation consists of protest of two or more persons and at the same time, aggregation of group of people is the privilege of activation.	Consists of protest as well as individual, two or more persons, but with the absence of aggregation to groups.
6	Activation creates specific situations embodied in pressure on society via protest or group aggregation.	Expresses spontaneous protest of individuals or group aggregation taking place in online surrounding.
7	The visibility of protest is achieved by mass media coverage, for example protests contributing to increase of their impact and pressure.	The visibility is achieved not only by media, but mostly by the internet. Despite both media are able to contribute to promotion of an action, impact on public policies can be achieved only in case of mass promotion in the media.

Source: ILLIA, L.: Passage to cyberactivism: how dynamics of activisme change. In *Journal of Public Affairs*, 2003, Vol. 3, No. 4, p. 328.

The beginnings of forming of online-activism were connected with the birth of modern communication technologies. Similarly to traditional activism, also online-activism is being created over topics that are interconnected between several players (traditional pressure groups, spontaneous aggregated groups, individuals). Contrary to traditional activism, online-activism comes from the growth of society complexity and from increase of its heterogeneity (compare table 1). Online-activism or so called cyber-activism can be as well defined as „activity on the internet that is evolved very hard in offline surrounding".[7] In this context, the main aim of such online-activism is made of emotive or

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6   SPARROW, B., LIU J., WEGNER, M. D.: Google Effects on Memory: Congnitive Consequences of Having Information at Our Fingertips. In *Science*, 2011, Vol. 333, No. 6043, p. 776.

7   HOWARD, P. et al.: *Opening closed regimes: What was the role of social media during the Arab Spring*. [online]. [2015-15-09]. Available at: <http://ssrn.com/abstract=2595096>.

intellectual digital message speaking a story about injustice, interpretation of events or history. From the perspective of inner division of online-activism, we speak about so called cultural, social, political and nationalist online-activism. The cultural online-activism focuses on presentation of problematic areas in relation to values, moral, life style and identity. The social online-activism on the contrary focuses on problems connected with corruption, environmental problems or rights of disadvantaged groups. Although the cultural and social activism in its principle open political problems, we have to strictly separate political online-activism that aims at human rights, political reforms and other areas related to political system, political decisions or activities of political elites towards society. The last type of online-activism is the nationalist one aiming mostly at mobilisation and radical solutions of some social or political problems. Although the given typology was mentioned within the scope of a concrete state[8], however, its generalisation gives us the possibility to take it in the scope of the Slovak conditions. Specific point of view on online-activism is characterised by Sandor Vegh who takes it mostly as political activity and considers these three basic areas of its actions:

• awareness and defence,
• organisation and mobilisation,
• action and reaction.[9]

Public awareness is achieved by increase of informing about topics that are up-to-date in society. In spite this in the last years traditional media are taken in negative way as they can be effectively controlled from the side of those who don't have the interest in information spreading. Therefore the internet and social media serve as effective way of information spreading – mainly those not presented in media, very rare presented or information of one-side character. As a consequence, the internet and social sites give individuals and groups the possibility to create effective, time and expense free communication channel within which they actuate and therefore create space for mobilisation realized either in online or offline surrounding.

3 E. U. migration crisis in online environment

The migration (refugee) crisis that has meantime stroke Europe has uncovered not only internal problems or relations of some countries, but it has also demonstrated the power of social media towards the unity of people along the whole continent. Individuals, organised groups via social media begin to share ideas of solidarity and help for migrants heading to European countries. As a result, online activation begin to spread not only within virtual space, but it

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8   YANG, G.: Online Activism. In *Journal of Democracy*, 2009, Vol. 20, No. 3, p. 35.
9   SANDOR, V.: Classifying Forms of Online Activism: The Case of Cyberprotests against the World Bank. In MCCAUGHEY, M., AYERS, D. M. (eds.): *Cyberactivism: Online Activism in Theory and Practice*. New York : Routledge, p. 72-73.

also begin to act in offline surrounding in a form of various volunteer activities including public collections. Nowadays there are many views on migration crisis „pouring" to Europe from African countries as well as countries of the Near East. On the one hand it is the Dublin system stating that „at an entry" a refugee stays in the state that takes him/ her as the first as long as the asylum request is not passed further. On the other hand there is the Schengen system (commitment) expecting free movement of people, services and capital within internal borders of the European Union. These two approaches have become opposite walls in solving of the migration issue as the states taken as down-falling, where the migration wave begins to escalate, need all the positives of both views that suit them in a given moment and situation. In this non-transparent environment we begin to be witnesses of the growth of civil activities trying to solve some crisis situations pointing to range of solidarity, openness towards refugees from war threatened countries.[10]

Therefore European online society has meantime been very active part of media presentation of migration crisis not only within its online but also offline surrounding. Activities of individuals or organised groups begin to gain increasing effect catching the attention of mass media and become important social tool in presentation of given issue either in positive or negative point of view. One of the main reasons of such progress is the fact that several important personalities, personalities able to form public opinion and influence the final audience by their status, but also brands acting within various industries begin to interfere to hundreds of initiatives acting within online space. The given article, as it was stated in the introductory part, aims to compare individual types of online-activism that were visible not only in Slovak online surrounding but also within some selected European countries.[11] I suppose that activities taking place in such area are very low in Slovakia, they are even unprofessional and most importantly they don't have such impact as in some other online surroundings of selected European countries. I can express the belief that even nowadays the Slovak society is not prepared for real usage of the potential created by social networks and it is even in the beginning of such media channels usage. Even though there is distinctive increase of online-activism, also in the Slovak Republic conditions, that is dominantly visible only within offline activities (protests, gatherings and the like) or some online activities which are minimal from the perspective of impact level (online petitions, links sharing). From the perspective of individual types of online activism I can state that so called nationalist online activism which negatively as well as positively reacts to migration crisis on the

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10 GILLIN, P.: New Media, New Influencers and Implications for the Public Relations. In CARRABIS, J., GILLIN, P. (eds.): *New Media, New Influencers and Implications for Public Relations.* California : Society for New Communications Research, SNCR Press, 2008, p. 12. [online]. [2015-15-09]. Available at: <http://www.issuelab.org/resource/new_media_new_influencers_and_implications_for_public_relations>.

11 AELST Van, P., WALGRAVE S.: New Media, New Movements? The Role of the Internet in shaping the Anit-globalization movemet. In *Information Communication and Society*, 2004, Vol. 4, No. 2, p. 466.

European continent is the most visible and medially covered. The reason is that several activities which are now on social sites are taking place in offline surrounding via gatherings and protest enjoying interest of mass media. Other types of online activism are indeed visible in individual social media, however, their impact on public opinion is not visible as they don't enjoy media coverage. One of the possible reasons is that the given actions and processes are not adequately roofed by majority of companies or individuals with media impact outside virtual reality. In the Slovak surrounding there is an absence of such distinctive individuals, or more precisely the range of their activism is on a very low level mostly in comparison with medially known individuals in other European countries.

Typical example of controlled and medially covered online activism from the side of individuals as well as organised groups was publicising of public notice by several popular European football clubs as well as players, dominantly from the German surrounding. Media coverage, for example, was achieved by statuses of Bayern Munich Mario Götze football club player who except publicising of notice #refugeeswelcome (1071 retweet, 1979 „like") and on the 19th of September 2015 within his Facebook profile he publicised public notice of help for refugees via declaration of public auction of his football boots with the same title #refugeeswelcome (10 922 like, 752 shares). Online activism has expressed itself not only by moral notices for help or informing about mutual respect, solidarity but also by various online (auctions) or offline activities. In Germany the notices not only of individual publicly known famous persons but also organised groups that were acting very actively within social networks and later their steps were enjoying media coverage. Dominantly football clubs from all league levels belong to such organised clubs and the most famous ones were permanently publicised or shared individual notices on their profiles – Facebook or Twitter, including activation within public collections. However, the character of the given pictures was predominantly informative and educational (cognitive) with moral impact on users while actuating them. For example, Borussia Dortmund on its Twitter account informed about that the club invited 200 refugees to its match.

Picture 1: The Facebook profile of a German representation and Bayern Munich Mario Götze football player and his clear attitude to the migration crisis

Source: *Facebook profile of Mario Götze. Today I´m gonna play with my #regugeeswelcome shoes again ...* [online]. [2015-15-09]. Available at: <https://www.facebook.com/MarioGoetze.Official/photos/pb.185923878109545.-2207520000.1448270235./918691988166060/?type=3&ts>.

Notes: Within this particular comment Gotze presents public auction of his football boots which he is going to auction at the end of September and the gains will be donated to „refugees" in Europe.

Another form of online activism was related to the shopping model of every user. The given online campaign has meantime extended to great cross-border European project that tries to provide temporal shelters for refugees within the whole Western Europe, it provides also cloths, support and help with travelling. An interesting specifics was the birth of this online initiative coming from individual activities of well-known individuals from art surrounding who used the potential of their followers in social media (at the beginning they have more than 400 000 followers, now only Dawn O´Porter has 392 000 followers). They have made their own shortcut of this conation #HelpCalais and until today, via online networks as well as internet shops (Amazon), they have collected more than 713 tents, 776 pairs of shoes and 50 000 pounds. I can state that the use of social media was very impressive and they have primarily created fertile land for other types of activism in context with the given topics. In spite of the fact that the given initiative #HelpCalais has existed only for several weeks, it was able to activate individuals not only from online but also offline surrounding via voluntary work. Besides, it has begun to create other online-activism via making a new website (nowadays the given initiative has more than 246 788 followers on its Facebook profile) aiming its attention at refugees in Hungary and Serbia.

The online initiatives mentioned above were made within focal spots of individual escalations, however, the most influential moment that has hit the European society and I suppose it has supported the growth of online initiatives across the continent by the picture of death Syrian boy lying on a Turkish beach. Since this moment an initiative has begun to spread via social networks distinctively mobilising individual users. The given initiative targeted to evoking of public pressure on British politicians (mainly on the Prime Minister David Cameron) in the issue of refugee crisis. It has only required a user to create a public notice on his/ her profile the way to take a photograph with the title „refugees welcome" and to share it on his/ her profile with so called hashtag #refugeeswelcome. The given initiative has used all the maximal possibilities of social networks, it has exceeded not only territorial borders but also the time ones or social barriers and it has become a positive symbol of fight for social status, rights and solidarity to refugees.

Picture 2: „Non-official" logos of public initiative #refugeeswelcome
Source: *Facebook #refugeeswelcome.* [online]. [2015-15-09]. Available at: <https://www.facebook.com/RefugeesWellcome/?fref=ts>; *Youtube #refugees welcome.* [online]. [2015-15-09]. Available at: <https://www.google.sk/search?q= Youtube+%23refugeeswelcome&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjg-6rcnonLAhXC0hoKHW8sC5QQ_AUIBygB&biw=1366&bih=643#tbm=isch&q=%23refugee swelcome&imgrc=i-d03VV8bVXGEM%3A? >.

Despite the fact that the given public notice for help and solidarity with refugees has came as well to Slovak online surrounding and online community, the range of intensity in context with making of various forms of online-activism was and still is very low and it is even absent in some its types. As it was stated above, online-activism in conditions of Slovak online community is the most visible as well as most most medially presented in the form of nationalist online-activism, activism mobilising users to offline activities (demonstrations, protests and the like), or more precisely to actions noticing against migrants, against quotas set by the European Union etc. The symbolic expression #refugeeswelcome is absent or in Slovak surrounding it is in low level. It is visible in a minimal way within some profiles, however, with no potential to positive sharing and spreading of given ideas. It is even similar in public groups – (non) organised – where higher and more active community absents. For example in comparing of public web sites titled #refugeeswelcome. The Slovak version has only 348 followers, the Swedish

version has 11 942 followers, the Croatian 11 434 followers, the Slovenian 2083 followers, there exist also open/ closed groups actuate users within concrete cities (Refugeeswelcome to Malmö 8 020 members, or Refugeeswelcome to Gothenburg 12 045 members etc.).

An interesting fact is also the ability to present, promote online applications bearing the same as the groups, web sites #refugeeswelcome, on Facebook there are nowadays active only on 2 applications that originally comes from Germany. However, the palate of their users varies although it dominantly consists of German inhabitants. Looking at the number of monthly active users of one of the given applications – 4900 users – Slovak online community absents. Online applications also support activism either in a form of expressing of public agreement with given attitudes, issues (logos, slogans, colours, and the like generated by applications and situated in your profile photography) or with financial support. Last but not least, social networks offer the possibility of emotional message not only by words, pictures but also videos. The ideal example of such emotional message of help for refugees or more precisely children was a video spread from non-profit organisation „Savethechildren" („No child born to die). The video shows a little girl living normal, happy life with her family where the word – war is heard only from TV. However, the events have changed and the girl has to leave the country where she lived a normal life, she has become a refugee trying to survive every single day. Until now, the video titled „Most Shocking Second a Day" has been seen by 49 816 733, although it was published on the 5th of March 2014, but it has come to be known virally only this year.

Picture 3: Emotionally aimed campaign of „SavetheChildren" organisation
Source: *SaveTheChildren: Most Shocking Second* a *Day Video (Full Video) HD.* [online]. [2015-15-09]. Available at: <https://www.youtube.com/watch?v=RBQ-IoHfimQ>.

As it was indicated many times before, online-activism consists of protest of an individual, two or more persons, groups that react spontaneously to certain

topics, however, in effective timing they are able to target online as well as offline society, community. The migration crisis has brought to sight not only activities of individuals or football groups, but it has also brought a new view on online-activism. While in the last years online-activism appeared only in connection with such online activities as petitions or applications or offline activities (protest, gatherings), nowadays I suppose that online-activism begins to have more pragmatic face. In other words, online-activism begins to be understood also as a life style but also as a social status in online community. Therefore the given trend begins to be taken by some organisations, communities with the aim to influence social networks users. For example, the purchase web site ASOS which has no direct relation to migration (refugee) crisis, in the last weeks began to publicise ways how its users can help refugees. On the contrary, some brands faced distinctive negative comments indirectly caused by bad promotion – campaign timing. The typical example of bad timing of an advertisement campaign that became the centre of assault of users on social networks was the advertisement of the Slovak meat packer Hyza. The „shocking" advertisement pointed as unethical was many times remade according to comments of the Council for transmission and finally it was removed from broadcasting. It presents chickens – migrants trying to pass the borders to Slovakia. However, the chickens don´t pass the borders because they are not able to identify the country of their origin, an abnormal amount of prohibited agents was found. Finally, the crew was placed to jail. The advertisement ended by expression „The origin really matters" which was deleted at first. Hyza finally gave up this campaign, however, it was after appearance of news stating that 70 migrants suffocated in a van which was in the past owned by this company.

Conclusion

Social media have slowly begun to interfere to most fields of personal life of individuals, they are not perceived only as tools of sharing, information searching, but they have continuously begun to infiltrate to intellectual, spiritual fields of their users. The ability of social networks of permanent reaction on any social, economic or political issue makes them an effective space for activism. The given article has reacted directly to the particular statement and it has analysed activity of selected users (individuals, (non) organised groups) in context with current issues threatening European society. Although, online-activism is understood as spontaneous reaction to a particular (political) social problem where the aggregation to group is not expected, but in the given article, there has been stated several initiatives overcoming territorial and time insularity. On the other hand, they have had to meet several terms making them cross-border movements, groups or activities. I suppose that the first expectation of effective creation of online community of activists is the technological and civil literacy of society where the given activity grows which don´t have to be obvious in some cases, but the given literacy is inevitable in the onset phase. Another expectation

increasing percentage success of online activism is the author of initiative, or more precisely the user who knows how to make the potential of his/ her profile maximally effective – the number of followers. The last one step to creation of vital online-activism is to make an effective and mainstream word expression that internet users are willing to share within their accounts, occasionally within their profile photos. The literacy level is not necessary in this phase as the given initiative is already being shared by many users who indirectly participate in activism by sharing of the given information. It is these users who take the online-activism only as their life style of virtual space, but despite this fact I can state that such form of indirect activism distinctively influence the whole virtual space. On the other hand, I have to state that the Slovak virtual space is not as bright as the foreign one where individual forms of online-activism are under-dimensed and the only form covered medially is so called nationalist online-activism that is connected to demonstrations and protests against refugees. I assume that in the next years the level of the Slovak online-activism will go identical way which is visible in other (mostly western) European countries. Such boom, however, comes when in virtual surrounding users begin to understand their status and impact including fulfilling the fundamental conditions already stated above. Until then, however, the research and analysis of online-activism in Slovakia will stay in the level of description and individual activity of individuals without any mass mobilisation and media coverage, or more precisely without interest from the side of „traditional" media themselves.

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