

Kraków, 20.04.2020r.

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Social sciences – media studies

Title: *New types of web-content diffusion on the example of Polish web portals*

The dissertation is an attempt to provide full answer to the questions: how does content spread on the Internet and what new diffusion channels are used by the largest Polish Internet portals: Onet, Wirtualna Polska and Interia. A possibly wide - reaching in places to the ontological space - description of the analyzed phenomenon is the most important methodological directive that I follow.

My work is interdisciplinary due to the global implications of phenomena generated by the global network. One of such problems is diffusion that takes place in the Internet, what can be understood as a special kind of communication process.

The research methodology is based on the assumption that the contemporary humanities in its digital aspect requires from the researcher not only theoretical description of phenomena, but also practical analysis of data obtained in the laboratory. Basing on the theoretical assumptions and achievements of media research, I use in my work big data analysis and expert interviews which were conducted with people responsible for the creation and development of new products offered by Polish web portals.

The paper analyses the largest Polish web portals and discusses key theoretical and terminological aspects of diffusion as a phenomenon that has a multidimensional impact on social and cultural context. In the dissertation I verify the hypothesis that the innovative approach of portals to the dynamically changing technological and media reality influences the development of new forms and strategies of reaching the network users.

The dissertation describes features of algorithmization as a socio-cultural phenomenon in order to check how the current use of algorithms and personalization of content presentation in portals looks like. In the following parts of my work, I analyse largest channels stimulating the diffusion, i.e. search engines and social media.

In research process I submit a review of contemporary methodologies used in research on diffusion processes in the Internet and analysis of qualitative research results in the form of expert interviews.

The applied methodology allowed to present comprehensive description of the impact of new types of content diffusion on the decisions of broadcasters and users, as well as knowledge about new trends in the development of web portals, assessing the effectiveness of different ways of spreading content and better understanding of information flow in the modern world.

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