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FEATURES OF INTERNATIONALIZATION OF THE INTERNET-ENVIRONMENT IN UKRAINIAN AND POLISH SOCIO-CULTURAL SPACE

Based on the sources of various studies, a comparative analysis of the Ukrainian and Polish Internet users was conducted, namely, the enquiries that are mostly requested and what is most searched in the search engines.

The following was analysed: the number of users who use the Internet every day, the information regarding "Jeans", role and level of advertising which was processed.

This article also deals with the issue of online television, the cost of its broadcasting and service fees. Also, information about a possibility of the file exchange in Poland and Ukraine is shown. An important component of the study is a detailed analysis of the problem of Internet dependency in both countries. The vastness of internet network is overwhelming, therefore its definition and further distribution was also worked out.

Keywords: internationalization, Internet environment, Internet user, Ukrainian and Polish socio-cultural space.

Formulation of the problem

The global nature of the Internet and the internationality of information resources requires more attention to the so-called internationalization of the Internet, which is both in support of national languages and cultural environments, as well as in the possibility of working on technical means of the Internet with many languages and transforming the representation of the content (translation, transcoding) depending on benefits of the user.

The purpose of the article is to analyze the Polish and Ukrainian Internet users.

Presentation of the main material.

The first Internet network users appeared within the boundaries of Ukraine in the 90's of the twentieth century. In 1990, the first three network access nodes were created.

In the same year, the support of the Ukrainian part of the Internet domain ".ua" was launched. December 1, 1992 Domain ".ua" was officially delegated to Ukraine. Since then, it has been used to keep track of the history of the Ukrainian segment of the Internet ¹.

A study by the TNS Infratest Center for 2016 showed that on average 85% of Ukrainian users use the Internet every day. In this case, among young people, this percentage is much higher: 98% of people under 25 years of age use daily, at the age of 25-34 years – 93%. Among Internet users of the 55+ category, 72% go online every day. People aged 45 to 54 years old – 68% ².

We characterize the requests of Internet users: what is most popular content and what usually Ukrainians are interested in. Basic data for the search was provided with Yandex engine. Also, we used reports from Gemius S.A., Factum Group and the State Statistics Service of Ukraine.

Every week Ukrainian users ask Yandex more than 150 million times. On average, every user who searches from a stationary computer has 15 requests per week, for smartphones use – it is nine.

User search queries can be categorized in different ways: by purpose, by subject and by popularity. This classification allows us to take a closer look at what Ukrainians are looking for surfing the Internet.

Most Ukrainian users of Yandex are looking for music, movies, games and social networks. These four topics account for almost 25% of all requests to Yandex. The Internet is often asked for educational materials, ready-made homework assignments, abstracts, instructions for medications, information about diseases and even for the purpose of self-diagnosis – (eg symptoms of pain in the head, nausea). In total,

¹ Дослідження інтернет-аудиторії України. *Opinion Software Media*. <http://www.inau.org.ua/analytics_vuq.phtml>

² Портал світової інтернет-статистики *Internet World Stat*. <http://www.worldometers.info/ru/>

the topics "school" and "health" account for about 4% of all inquiries. Also on the Internet are often looking for information on software, cars and electronics (about 3% of requests)¹.

The topics of the queries can be grouped into four large groups related to different spheres of life – work, education, leisure, search for goods and services. Approximately half of all inquiries of Ukrainian users are leisure requests: entertainment, social networks, various hobbies, cultural events.

Searching for aforementioned information varies depending on the city and region of residence. Residents of big cities are more active than others using Internet search for solving everyday problems related to health, education of children, hobbies, and obtaining public services. In small towns and villages, the highest proportion of requests for music, series, «fun» and school tasks.

Residents of big cities use the Internet to solve a wider range of tasks than the rest of Ukrainians. Most likely, this is due to the fact that in big cities middle-aged and older people are more likely to be among Internet users than in small towns and rural areas².

Among the Yandex users including all regions of Ukraine – the most popular are the same themes: social networks, games, films, music, school education. Differences in relative popularity are determined mainly by the demographic composition of the audience. As a rule, the more urbanized region – the higher its share of business related queries and searches for goods and services. And in less urbanized regions, where the prevalence of youth is among the users, the higher proportion of leisure-related queries.

Approximately 11% of queries typed within a search engine are given by Ukrainians in Ukrainian language, another 84% in Russian. The share of substantive queries in foreign languages is no more than 0.4%³.

Among all the regions, Ukrainian language is more often encountered in searches related to government services and administrative issues. On the contrary – Russian language is often used for looking for cinemas, serials, cartoons, games, TV shows.

An annual U.S. media interview conducted by Internews on media consumption has shown that more and more Ukrainians are eager to receive news online, and fewer Ukrainians are getting news by television. Trust in Ukrainian online media has also grown, which corresponds to the trend of increasing «consumption». The survey also showed that Ukrainians are consuming Russian mass media much less than last year, while confidence in Russian mass media continues to decrease⁴.

According to the research of the Ukrainian online portal bigmir.net, presented by Greg Satel⁵, the socio-demographic portrait of a typical Ukrainian Internet user, as well as his (her) interests or, in other words, which sites he or she most frequently visits. In general, all users of the global network in Ukraine were divided into four age and social groups, namely: unmarried girls, single young men, married women, married men.

It should be noted that the main differences between the young (unmarried girl, single young man) and those older (married woman, married man) are that the first when choosing Internet sites are oriented mainly on themselves (forums, chats, mods, sport), while the latter are more interested in what is happening in the world, and most often visit news sites (politics, economics, finance). Married women also pay much attention to sites and portals devoted to family and family relationships⁶.

An interesting component of the study is the information about advertising on the Internet community. The most common methods of advertising on the Internet are banner and contextual advertising. These methods are separate directions, each of which has its own specifics and features which affect the effectiveness of advertising on the Internet.

According to the All-Ukrainian Advertising Coalition, the cost of Internet advertising in Ukraine was \$ 2.5 million. At the same time, Western European companies invested in \$2 billion in advertising⁷.

¹ The Networked Readiness Index 2008–2009 rankings. *Міжнародні ІКТ-індекси розміщують Україну приблизно з 50-го по 60-е місце серед інших країн світу.* <<http://uaitp.org.ua/?q=node/113>>

² Портал світової інтернет-статистики *Internet World Stat.* <<http://www.worldometers.info/ru/>>

³ The Networked Readiness Index 2008–2009 rankings. *Міжнародні ІКТ-індекси розміщують Україну приблизно з 50-го по 60-е місце серед інших країн світу.* <<http://uaitp.org.ua/?q=node/113>>

⁴ Дослідження інтернет-аудиторії України. *Opinion Software Media.* <http://www.inau.org.ua/analytics_vuq.phtml>

⁵ Сателл, Г. Какие проблемы принесут нам следующие 20 лет? <<http://nv.ua/opinion/satell/kakie-problemy-prinesut-nam-sledujushchie-20-let-238882.html>>

⁶ Сателл, Г. Какие проблемы принесут нам следующие 20 лет? <<http://nv.ua/opinion/satell/kakie-problemy-prinesut-nam-sledujushchie-20-let-238882.html>>

⁷ Turkle, S. (2005). *The Second Self. Computer and Human Spirit.* The MIT Press Cambridge, Massachusetts London, England.

According to the survey of market participants, «Internet Expert», «Meta», «Satellite Media», National Internet Advertising Agency, «TMGU.net», «Promotion», Echo, etc. can be among the largest players in the field of Internet advertising¹.

Internet advertising is one of the few areas where the effectiveness of an advertising campaign can be accurately and simply measured. However, not all market participants have necessary tools and sometimes access to information for evaluation. Mainly, they are limited to a single CTR (the ratio of advertiser site hits to total ad impressions). Such an indicator can serve for the express analysis of the audience of the site and the quality of the creative (advertising material), but does not reflect the entire spectrum of advertising.

Consequently, we can conclude that the first users of the Internet appeared on the territory of Ukraine even at Soviet times. A study by TNS Infratest showed that on average 85% of Ukrainian users surf the net every day. Every week, Ukrainian users inquire for more than 150 million searches. On average, every user who searches from a regular computer has 15 requests a week. Often Ukrainian search engine users search for music, movies, games and social networks. These four topics account for almost 25% of all queries.

Internet user in Poland

According to Statistics, published by Piotr Pogozzelski, a journalist of Polish Radio, 82% of Polish residents use the Internet every day. The largest group of Internet users in Poland are people aged 15 to 45, most of them are married or children. They buy goods via the Internet, so most of the online media exists at the expense of advertising. Regarding Poland, the concept of «jeans» is almost not used.²

Journalist of the Polish Radio, Piotr Pogozzelski, says that advertising on the borders of Internet in Poland is much more aggressive than in Ukraine. It sometimes happens that it's impossible to read a particular page of a particular site because it is blocked by an ad that is difficult to close because it moves from the right side to the left, from the left to the right, all over the page, and it's not so easy to find that cross, to close it. As for the volume of the advertising market: in the first half of 2016, 658 millions zlotyh (about 1.5 billion hryvnias) were earned on advertising³.

Most people use the Internet at work, at school, or at universities. The largest group of people is looking for information that is needed at work – this is 70% of the users. Also, people communicate via Internet with friends, they are looking for entertaining information. 46% – use banks online. These are services that you can use to check your money and transfer them to another account. Every third in Poland uses services where books, discs, computers, or some kind of audio and video can be purchased⁴.

The Internet is available in many parts of the country's large cities, Wi-Fi is caught in park areas, in almost all the cafes, train stations and hotels. With your mobile phone, you can connect to a 3G network.

In Poland, access to the Internet is the most expensive one across Europe, and this is due to the fact that there are a lot of local providers that provide such access. In this country, the connection to the network is carried out through the mediation of the state telecommunications company, suppliers of cable television and local providers.

Internet access via Wi-Fi points is available at Internet cafes, at stations, in hotels and in parks of every more or less large city, and modern third-generation networks with appropriate devices and tariffs of Polish mobile operators.

For tourists visiting Poland (as well as for many citizens of the country who do not want to pay a fee for Internet access), the use of Wi-Fi access points to access the Internet is the most convenient way of maintaining communication. A huge number of internet cafes provide their customers with a full range of services. In the cafe, if the visitor makes an order, the payment for using the access to the «World Wide Web» is not charged. Similar offers can be found in hotels, but in this case it is desirable for users to immediately clarify whether Internet traffic will be taken into account separately, or payment for access to the network is included in the cost of living.

In general, wireless Wi-Fi networks are gradually becoming more popular in Poland, which is confirmed by a simple fact: in many places, the connection to the network through such a hot spot (hotspot) is free. All that is required of users – come with their device – a laptop or phone – and use free Internet access⁵.

¹ Arnheim, R. (1966). *Artistic Symbols — Freudian and otherwise*, — “*Toward a Psychology of Art*”, 21.

² Інтернет у Польщі. <<http://ostarbeiter.vn.ua/internet-pol.html>>

³ Пошукові системи Польщі. <<http://ostarbeiter.vn.ua/wyszukiwarki-w-polsce.html>>

⁴ Портал світової інтернет-статистики Internet World Stat. <<http://www.worldometers.info/ru/>>

⁵ Інтернет у Польщі. <<http://ostarbeiter.vn.ua/internet-pol.html>>

The main providers of Poland, whose services can be used by every resident of the country, are presented by several companies. The most common of these are b2b online sp. zoo, wadowicenet, aster krakow sp. zoo and wirtualna polska. you.

Due to the rather high prices for local area networks in Poland, wireless connections, access to the network through the use of mobile operators and the use of Wi-Fi access points are becoming more and more relevant. Experts expect that the market for information services in this country for a certain time will be developed up to a sufficient degree, and working companies-providers will be able to provide their customers with services at real prices.

The first place among search engines in Poland, with a huge margin, came google.pl. According to various data, its share reached 92.5% and continues to grow, while other search engines are gradually losing their status and influence ¹.

The most popular Internet portals in Poland are: Onet.pl – more than 6 million users. This portal has a lot of themed services and a high level of news service. Poland's largest web portal also provides free mail and hosting services. There you can find all the necessary information, entertainment stories, and video materials. It is very important that the portal Onet.pl enters into a large concern ITI and uses the TVN storylines.

The second portal, less popular, is Gazeta.pl – it's mostly informational, less entertaining than Onet.pl. Gazeta.pl creates small portals where you can find entertaining information, for example, police information and crime. Gazeta.pl also creates its own video and a part of the audio material, but predominantly it is video material. The Gazeta.pl portal is part of the Agora concern, the Gazeta Wyborcza also includes the Gazeta Wyborcza site, which means the Gazeta Wyborcza site can also be posted on Gazeta.pl. Or, you can go to a site where almost Wyborcza is accessible, just like the «Business», until recently, «Delo» can be read in Ukraine ².

Also among the popular search engines of Poland is «Virtual Poland» – wp.pl. The oldest Polish search engine provides hosting and free mail ³. The mechanism of search engines in Poland is no different from the criteria of the search engines of the rest of the world.

With regard to education, the most popular is the international portal «Wikipedia», as well as the international service Google, and in the third place – Onet.pl. E-commerce – a site that knows both in Poland and in Ukraine, Allegro.pl – a portal where you can buy almost everything. There people sell and buy different things. Considering the category «Lifestyle», it should be noted that in Ukraine there is a popular site Tabloid, in Poland in the first place again onet.pl and Wirtualna Polska ⁴.

An interesting study was conducted by the Internet site «Ostarbeiter. Poland for the Ukrainians». The study was intended to show the problem of Internet dependency in the Polish environment ⁵.

Six years ago in Poland internet addiction was added to the list of mental illnesses. The reason was the recent history that shook the Polish society: For example; doctors had to take in an entire family, in which the mother and her three teenagers depended on the Internet.

The first cases of dependence on the Internet in Poland were recorded in 1993, then this kind of dependence was called «network-based», according to the Warsaw-based correspondent of Radio Liberty.

Every third Polish teenager living in a big city uses the Internet during the evening. Every fifth sits in front of the monitor until midnight. Among the most popular portals visited by teenagers, gaming and social networks. Forty percent of the children who use the Internet are visiting sites with erotic content. According to research data from the Pedagogium Foundation, almost 70 percent of girls in senior-school years admitted that they were looking for erotic adventures on the Internet. Polish psychologists and educators attribute the Internet as a factor which has aggravated the mental and intellectual health of the younger generation ⁶.

In the year when network overuse was officially recognized as a disease in Poland, the first center for the treatment of this 21st Century issue was established in the north of the country. Currently, there are

¹ Пошукові системи Польщі. <<http://ostarbeiter.vn.ua/wyszukiwarki-w-polsce.html>>

² Пошукові системи Польщі. <<http://ostarbeiter.vn.ua/wyszukiwarki-w-polsce.html>>

³ Пошукові системи Польщі. <<http://ostarbeiter.vn.ua/wyszukiwarki-w-polsce.html>>

⁴ Інтернет у Польщі. <<http://ostarbeiter.vn.ua/internet-pol.html>>

⁵ Портал світової інтернет-статистики Internet World Stat. <<http://www.worldometers.info/ru/>>

⁶ Дослідження інтернет-аудиторії України. *Opinion Software Media*. <http://www.inau.org.ua/analytics_vuq.phtml>

several such centers in Poland. The European Parliament, which implements the Safe Internet program, is satisfied with its progress. One of the directions of this program is financial support for medical centers that open specialized departments for the treatment of Internet addiction.

Based on the sources of various studies, a comparative analysis of the Ukrainian and Polish Internet users was conducted, namely, the searches that are most often searched and what they are interested in. It was analyzed: 1. The number of users who use the Internet every day. In Ukraine – 85%, in Poland – 82% 2. What are the most sought after? Mostly Ukrainian search engine users are searching for music, movies, games and social networks. 25% of all queries. Polish – entertainment stories, video materials, informational material. 3. Information about the «jeans». In Ukraine, the media content is increasing (from 49% to 55%). In Poland – Internet media exists at the expense of advertising. 4. The role and level of advertising. In Ukraine – now on the Internet there are about 1.5 thousand active advertisers. The cost of Internet advertising in Ukraine was \$ 2.5 million. In Poland, the companies invested EUR 2 billion in advertising.

On the basis of the comparative analysis, we conclude that the number of users in these countries is approximately the same (0.3% more in Ukraine than those who use the Internet every day), the entertainment industry is the most popular in both countries. Poles almost do not use the concept of "Jeans", but in Ukraine, this media content is increasing every year. Interestingly, Internet advertising in Poland has invested considerably more money than in Ukraine. This suggests that in Ukraine, many resources go to custom-made materials, from which one or the other information resource lives. In Poland, it's mostly from advertising, which invest, from which actually interactive media live.

An interesting comparison is the situation with online television. You can't find an online television in Poland, however Ukraine has far more options to choose from, providing a huge amount of special services for enjoying any channel at your nearest disposal. There is no such a thing in Poland, it is necessary to pay for the Polish national television as well as for private stations. In Poland, there are no such portals where you could download any albums, it's simply impossible, you have to pay for everything.

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